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Modelling Mainstream Consumer
Understanding
of the
Ethical Fashion Message

J M BLANCO-VELO

PhD 2017

Modelling Mainstream Consumer
Understanding
of the
Ethical Fashion Message

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requirements of the
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Dedication

For Lola and a new life without Mummy's homework.

Abstract

The academic literature that explores consumer behaviour in relation to ethical fashion has, to date, emphasised the behaviour of the highly motivated ethical consumer. A number of ethical fashion studies have examined the behaviour of the mainstream consumer but of these, very few were conducted in the UK or emphasised mainstream consumer interpretation of the ethical fashion message.

In the drive towards mainstreaming sustainable product consumption, global information programmes imply that consumer education leads to consumer action. The research presented in this thesis questions the value of mediated consumer information in the development of product literacy and ethical fashion involvement in mainstream fashion markets. The underlying argument that frames the study is that the complex nature of both the sustainability discourse and the contemporary fashion system is a barrier to the mainstreaming of ethical fashion consumption.

A grounded theory approach was adopted to guide the research that was conducted in two stages. In stage one, the qualitative content analysis of mainstream print media exposed the complexities inherent within the communication of ethical fashion to mainstream consumers during 2006 to 2008; the peak of ethical fashion promotion in the UK. Emergent theory was tested with mainstream consumers. The analysis of focus group discussion exposed mainstream consumer interpretation of both the lexicon of ethical fashion and the prevailing media frames. Consumer interpretations were compared to the results of the analysis of mainstream retailer texts. Through the constant comparative method, stage one of the research led to the development of a preliminary theoretical model. In stage two of the research, the content analysis of print media and retailer texts from 2012 considered temporal change in ethical fashion communication and informed the refinement of the emergent grounded theory.

The findings of this research provide evidence that the vocabulary and framing of ethical fashion functions as a barrier to ethical product literacy and results in low mainstream consumer involvement. Findings exposed the lack of consistency in stakeholder use and interpretation of the ethical fashion message. The resulting theory models the implications of incidentally encountered knowledge for the successful communication, interpretation of and involvement with ethical fashion by mainstream fashion consumers. The resulting theoretical model presents mainstream consumer understanding of ethical fashion as a complex and dynamic phenomenon.

This thesis contributes to the emerging body of literature that analyses the complexity of the language of ethical fashion for mainstream consumers. A contribution is also made to the understanding of product literacy and its role in supporting mainstream consumer involvement with ethical fashion products.

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1 Introduction

1.1 Background

Academic and trade literature provide evidence of sustained growth in the broad market for ethical goods and services and evidence of the sale of ethical fashion products in mainstream fashion markets (Jones, et al., 2005; Kilgallen, 2007; Carter, 2010; Purt, 2011; Gowerek, et al., 2012; Cooperative Bank, 2013). In 2009, at the peak of consumer interest in ethical fashion in the UK, the total UK clothing market was valued at £21 billion (Oxford Economics, 2010). According to industry sources, at £175 million (Intel, 2009), the comparative value of the ethical clothing market in the same year was less than 1% of the total market and under 3% of the womenswear market. By 2012, after a steady decline, the market value for ethical fashion had reduced to £144 million, (Cooperative Bank, 2013). It is clear that the dominant pattern of fashion consumption does little to move the sector towards the offer of more sustainable fashion goods. With the total value of the UK clothing market reported, by The British Fashion Council, to have increased by £5 billion in early in 2014 (Oxford Economics, 2014), the gap between the markets is now greater and the task to bring ethical clothing to mainstream fashion markets greater still.

An emerging but limited body of academic research (Beard, 2008; Thomas, 2008, Fisher, et al., 2009; Markulla and Moisander, 2012; Carey and Cervellon, 2014) and ongoing sector debate (Ethical Fashion Forum, 2013) adopts the hypothesis that the terminology of ethical fashion is the greatest inhibitor of consumer engagement with ethical fashion products. The findings of this body of research suggest that the lack of consumer action is due to confusion caused by multiple definitions and disparate use. Claiming that the words used in mainstream media and fashion communications in relation to, *'fashion, ecology, the environment, sustainability and ethics are not fully understood or are used incorrectly'* (Thomas, 2008 p.527), Thomas called for scholarly appraisal of the language that, it is proposed, has the potential to undermine the industry's drive towards a clear product proposition and growth in the sector. Markulla and Moisander (2012) extend the discussion of discursive confusion to consider and provide evidence of the influence of social and cultural contexts in constraining behaviour change amongst fashion consumers. It is these perspectives and an evident gap in knowledge that informs the research presented in this thesis.

This study analyses the complexity of the language of sustainability within the fashion context, evaluates the lack of consistency in stakeholder use and interpretation of the ethical fashion lexicon and critically examines the implications of socially derived

knowledge for the successful communication and interpretation of ethical fashion by mainstream fashion consumers. These issues are part of a broad and diverse academic debate that is addressed in the literature review under four core themes;

- the communication of sustainability
- information and media communication as a driver for sustainable consumption
- consumer knowledge and
- the implications of consumer knowledge in the theoretical constructs of consumer uncertainty, product literacy and consumer involvement

It is important to recognise that there are numerous terms used to describe 'ethical fashion' and matters of sustainability related to the wider apparel context. To distinguish the attributes of the ethical clothing considered in calculating the market value of £175 million and to support the readers of their ethical clothing market data, renowned market research company Mintel, presented the following classification of distinct ethical fashion concepts:

***Ethical clothing** refers to clothing that takes into consideration the impact of production and trade on the environment and on the people behind the clothes we wear. **Eco clothing** refers to all clothing that has been manufactured using **environmentally friendly** processes. It includes organic textiles and sustainable materials such as hemp and non-textiles such as bamboo or recycled plastic bottles. It also includes **recycled products** (clothes made from recycled clothing including vintage, textile and other materials and can also be termed re-used) and is not necessarily made from organic fibres. **Organic clothing** means clothes that have been made with a minimum use of chemicals and with minimum damage to the environment and **fairtrade** is intended to achieve better prices, decent working conditions, local sustainability and fair terms for farmers and workers in the developing world.*

Magnussen (2009:5)

In addition to these terms, the body of academic and technical literature related to the ethical fashion concept also makes references to green fashion (Moisander and Pesonen, 2002) and sustainable fashion (Glausiusz, 2009). As confirmed by Carey and Cervellon, (2014:486), these terms are, on occasion, used with precise meaning, usually in specialist and academic literature, or interchangeably, particularly in newspaper and magazine articles. Within this thesis, the term 'ethical fashion' or 'ethical clothing' will be used to support discussion. Both of these terms, within the context of this study will make reference to the characteristics of the economic, social and environmental dimensions of sustainability in apparel.

Building upon the Bruntland (1987) definition of sustainable development, global sustainability can be broadly defined as the ability of an industry, business or a company to meet the needs of the present without compromising the ability of future generations to

meet their needs (Hart and Milstein, 2003). In the pursuit of profit, a sustainable business will contribute to sustainable development by simultaneously delivering economic, social and environmental benefits, commonly referred to in the literature as “the triple bottom line” (Norman and MacDonald, 2004). Within this thesis, the word ‘sustainability’ and the term ‘sustainable development’ are used interchangeably.

In using the terms ethical fashion, ethical clothing, sustainability and sustainable development, discussion draws upon the definitions presented above. The use of this vocabulary is a pragmatic decision that will facilitate ease in articulating the academic debates throughout this thesis. It is the recognition of profound inconsistency in the use of these terms that initiated this research. In using the working definitions above, the author does not intend to detract from a key aim of the study which is to establish how these words are interpreted, and given meaning, by mainstream fashion consumers.

1.1.1 The Apparel Value Chain & Supply Chain

In discussing barriers to consumer engagement with ethical fashion products, it is argued that the global nature of apparel supply chain and off-shore production processes are inherently less transparent and more complex than in other industries (Beard, 2008, p. 448). One garment, for example, may make use of several fabrics each with a separate finishing technique and all having different suppliers. Beard (2008) proposes that a difficulty for the retail sector in describing ethical products for its consumers lies in the question of how to ‘ethically secure’ each individual component. Moreover, information about the nature of the labour used to manufacture the garment, how it is transported and ultimately how it might be used, cared for and disposed of, can add to this complexity and contribute to consumer uncertainty in making an ethical clothing product choice (Hassan, et al., 2013).

A forerunner of globalisation, the mainstream apparel industry is reliant upon complex global supply chains which since the late nineteen nineties (Martin, 2013), have supported the acceleration of production to meet the increasing demands of the Quick Response concept and growth in global fashion markets (Choi, et al., 2012; McAspurn, 2009). Globalisation implies functional integration between internationally dispersed activities. Both apparel supply chains and value chains are organised around five distinct processes typically, for the UK retailers, carried out within and across national boundaries in the Far East or South East Asia (Gereffi, 1999).

The five production processes, each with its own portfolio of social, economic and environmental impacts, are as follows 1) the supply of raw material in both natural and synthetic fibres; 2) the production of components, such as yarn and fabrics manufactured

by textile companies; 3) manufacturing networks made up of garment factories, including their domestic and overseas subcontractors; 4) export and shipping channels established by trade intermediaries; and 5) the marketing networks of the retailer, (Gereffi and Memedovic, 2003; Fernandez-Starck, et al., 2011).

In developing this discussion, it is important to establish the difference between a supply chain and a value chain. A value chain shifts the focus from the supply base to the customer. While supply chains focus upstream on integrating supplier and producer processes, improving efficiency and reducing waste, value chains focus downstream, on creating value in the eyes of the customer (Feller, et al., 2006). The value chain concept is closely related to the concept of competitive advantage (Porter, 1985). There are two types of global value chains, producer-driven and buyer-driven. In producer-driven value chains, large, usually transnational, manufacturers play central roles in coordinating production. This is typical of capital and technology intensive industries such as the motor industry. Buyer-driven value chains are those, such as apparel, in which large retailers, marketers and branded manufacturers play pivotal roles in setting up decentralised production networks in a variety of exporting, typically developing, countries. Tiered networks of offshore contractors make finished apparel goods to retailer or marketer specifications (Gereffi, 1999).

In the UK, enabled by the buyer-driven value chain and increased globalisation, fast fashion has dominated the clothing industry for almost two decades (Wiggin, 2008, SCAP, 2010). Growth in the value market has been encouraged by increasing consumer demand for cheap fashion items (Mintel, 2009b; Verdict, 2012). Retail buying practices have developed to address the commercial pressures in meeting consumer demand. However, it has become evident that current buying procedures can jeopardise sustainable business practice.

Owing to its competitive and global nature, the apparel industry is aggressive in its search for cost competitiveness and product innovation (Iwanow, et al., 2005; Park and Stoel, 2005; Pretious and Love, 2006; Rudell, 2006; McAspurn, 2009). This has an impact upon the social conditions of millions of global apparel workers; workers in fibre to garment production networks who often lack trade union representation (International Labour Organisation, 2008; Alam & Hearson, 2006; Hearson, 2006; Alam et al., 2011; Harima, 2012). To accommodate the dynamics of consumer demand for low cost, high fashion clothing, the quickening pace of apparel production is under pressure to respond to the demands of apparel buyers for low cost, rapid fulfilment of contracted goods.

In the battle to remain competitive in meeting the demands of western brands, manufacturers have been found, for example, to subcontract production to factory owners who have, in turn, been found to employ lower-skilled and untrained workers to handle chemicals and machinery with which they are unfamiliar (Hearson, 2008; Greenpeace International, 2012; Muller, 2013). This situation invariably results in ethical issues because 'unseen' sub-contracted workers are typically paid less than their nation's minimum wage. These situations are brought to the attention of government, business and the media by Non-Governmental Organisations (NGOs) such as Greenpeace, agencies such as the United Nation's International Labour Organisation (ILO) and pressure groups such as those behind The Clean Clothes Campaign which is led by the garment industry's largest alliance of labour unions and NGO's. Although the impacts of low pay, lack of training and the breach of health and safety measures appear to be associated with the social dimension of sustainability, it is clear that social impacts can be inextricably linked to poor environmental practice. In considering the definitions of ethical fashion that are proposed by Mintel (2009b) in section 1:1, the blurring of distinction between the definitions of 'ethical', 'eco' and 'environmental' becomes apparent.

Despite the negative social impacts, the benefits of the apparel industry for global and national economic development are evident. In 2006, the textile and garment industry is reported to have generated over \$1 trillion worth of sales, to employ over 26 million people in production alone, and to represent approximately 7% of global, cross-border trade (ILO, 2006; Alwood, et al., 2008). Aside from the growth in developed markets, the industry offers potential to make significant contribution to the development of emerging nations. Keane and teVelde (2008:3) present Cambodia's garment industry as a prime example. From a virtually non-existent base in the 1990s, by 2008, it had become a key source of manufacturing exports (80%) and formal employment (65%) contributing 10-12% to the country's GDP. Given its ability to absorb unskilled labour into formal employment, the apparel industry is considered an important catalyst for national development in the Global South*. Gereffi and Memedovic (2003) propose that the technological features of the industry make it suitable as the first step on the 'industrialisation ladder' in underdeveloped countries. Mazedul Islam, et al., (2013), Keane, and teVelde (2008:7) present Bangladesh, Sri Lanka, Vietnam and Mauritius as other cases in point; nations which due to the nature and global value of apparel production, have experienced high growth in national output. The industry in Bangladesh, currently accounts for over 4 million jobs (Martin, 2013).

**The terms "Global North" and "Global South" are used to describe two distinct groups of countries. The term "Global South" is used to describe developing and emerging countries, "Global North" is used for developed countries, predominantly located in North America and Europe.*

Notwithstanding the benefits of the industry to emerging export markets, it is widely criticised for its adverse social, environmental and economic effects in these same apparel producing countries (Perry, 2008; Poulter, 2008, Shield, 2010; Greenpeace International, 2011;

Greenpeace International, 2012). The Greenpeace International Detox Campaign (2013) reveals how textile manufacturing is a major contributor to water pollution in the Global South while Kerraghan (2014) exposes the corruption in Guatemalan factory, Alianza that resulted in over \$6 million dollars of lost wages, pensions and healthcare benefits for its workers. The Bangladesh, Rana Plaza disaster of April 2013 was the most recent event to generate negative global publicity for the industry (Mallet, 2013; Butler, 2014). Mainstream fashion retailers such as Nike, Gap, Tesco and Primark were implicated in the poor management of labour rights, working conditions and the health and safety of apparel workers, (McDougal, 2007; Alam et al., 2008; Shield, 2010, Greenpeace International, 2014).

Evidence of the environmental impacts of the global apparel industry is compelling, spanning the clothing lifecycle from fibre and yarn production through to consumer use and disposal (Alwood, 2006; DEFRA, 2008, Gardetti and Torres, 2013). Energy use in the production of a garment requires the use of fossil fuels for synthetic fibres and, along with the laundering and drying in consumer use, generates extensive emission of greenhouse gas. The production and irrigation of fibre crops such as cotton requires extensive use of water, (Alwood, et al., 2006; DEFRA, 2008). Pesticide and herbicide use often leads to pollution of local water sources. Additional problems are caused by the pre-treatment, dyeing and finishing of yarns and fabrics releasing toxic effluents and other hazardous substances (Greenpeace International, 2013). Add to this up to 2 million tonnes of clothing waste per year in the UK alone, the packaging, distribution and retailing of products and the production processes involved in the printed marketing and media communications of fashion products, and the environmental reach of the sector extends (RITE, 2006; DEFRA, 2008).

Whilst complicit in driving the fast fashion value-chain, it is clear that the complexity of the apparel supply chain can reduce the visibility of these issues for both retailers and the mainstream consumer. However, there is evidence to suggest that mainstream media has a role to play in mobilising and mainstreaming ethical consumer behaviour. Reporting on the period 2006-2008, the Co-operative Bank's ethical consumption reports illustrate an almost threefold growth in consumer spending on all ethical goods (Cooperative Bank, 2007:4; 2008:3; 2009:4). In 2009, Mintel reported that sales of ethical clothing had more

than quadrupled since 2004 to reach the value of £175 million (Intel, 2009b). Both the Cooperative Bank & Intel reports suggest that a factor supporting growth in the ethical fashion sector was a general increase in consumer awareness as matters relating to ethical purchasing were reported more widely in the UK's mainstream media. In particular, tabloid newspapers and broad sheets gave increasingly more column inches to the reporting of ethical and environmental matters (Cooperative Bank, 2009:4; Intel, 2009b) while prime time television broadcast a number of investigative documentaries (Panorama, 2008; Blood, Sweat & T Shirts, 2008) exposing the realities of off shore production practices to mainstream television audiences.

1.1.2 Legislation & Regulation

Despite the fact that many leading retailers are working with first tier suppliers to develop codes of practice for employment, it proves difficult to impose these on subcontractors (Allwood, et al., 2008). This leads to fashion retailers trying to balancing a multitude of commercial, legal and moral standards (Perry and Towers, 2013).

The United Nations Conference on the Human Environment, held in Stockholm in 1972, led to the establishment of the UN Environment Programme (UNEP), the creation of national level environmental protection agencies and the recommendation for environmental management and environmental assessment as a management tool. Under the UNEP, programmes for the development of global and environmentally compatible industry are developed. Many of the UNEP publications deal specifically with industrial sectors such as textiles. From the 1970s onwards, the concern to conserve the environment gave rise to a series of (the then European Community) initiatives. In order to pursue the objectives of preserving, protecting and improving the quality of the environment and of protecting human health, the Treaty on the European Union upgraded the environment to Community Policy status calling for prudent and rational utilisation of natural resources and the promotion of measures at international level to deal with regional or worldwide environmental problems (Walters, et al., 2005).

In 1996, the European Union (EU) introduced an integrated approach on the environmental performance of (large) textile facilities with wet processes, and industrial processes in general. The 'Integrated Pollution Prevention and Control', or so-called IPPC Directive was a drive to minimise pollution from industrial sources throughout the EU by means of environmental permits. These permits were based on the principle of using Best Available Techniques (BAT). The BAT Reference document (BREF) for the Textile Industry was formally adopted by the EU in July 2003. This document covered the industrial activities for the pre-treatment (operations such as washing, bleaching, mercerisation) or dyeing of fibres

or textiles 'where the treatment capacity exceeds 10 tonnes per day' (Walters, et al., 2005). The BREF document contains a thorough description of the applied processes and techniques in the textiles industry (fibre preparation, pre-treatment, dyeing, printing and finishing) as well as a description of environmental aspects of different process steps in textile processing. Upstream processes, which may have a significant influence on the environmental impact of the subsequent wet processing activities are also briefly described.

The REACH Regulation (Registration, Evaluation, Authorisation and restrictions of Chemicals) came into force on 1 June 2007. It forms the EU's framework legislation for the management, control and use of chemicals, replacing much of 40 separate pieces of legislation developed since 1972. REACH has been introduced progressively since June 2007 until full implementation is reached in 2018. In summary, manufacturers, importers, distributors and professional users who market or use chemicals must ensure those chemicals are registered with the European Chemicals Agency (ECHA) in Helsinki, which will oversee the operation of REACH throughout the EU. Before a chemical can be registered, the applicant must provide information about the characteristics and hazards, if any, associated with that chemical. REACH also requires information about the risks associated with chemicals to be set out and provided to users in 'safety data sheets'. Those chemicals which pose a serious hazard may be banned (i.e. "restricted"), or may be used only following the grant of a specific "authorisation". REACH will therefore apply not only to chemical manufacturers or suppliers, but also to any business, which uses chemicals – so a wide range of businesses across supply chains will need to take account of REACH and may be affected by the enforcement arrangements. REACH is a European Regulation, which means it is part of UK law without the need for transposition. However, REACH requires that each Member State must set up a system of controls and penalties for breaches of the requirements in the Regulation and take the necessary measures to implement those penalties (Foth & Hays, 2008).

While these regulations exist, high street retailers continue to be criticised for their disregard of environmental, social and human rights standards when producing and sourcing worldwide. As discussed, the sector demands a high degree of flexibility to respond to changing trends and consumer demand. In order to meet the demands of retailers, first tier suppliers may move production to an informal, second tier supply base. In countries with less than transparent reporting systems, suppliers may feel the pressure to operate almost without legal restrictions in fear of retailers wielding the ability to swiftly shift production from one country to another (Schaller, 2007:5).

Environmental NGOs such as Greenpeace consistently report breaches of legislation which can be tracked back to the supply base for retailers such as Primark, H&M and Nike (Brigden, et al., (2013). Despite the evidence of stringent regulatory frameworks, the scrutiny of related practices and outcomes is lead predominantly by the proactive pursuit of organisations such as The Ethical Trading Initiative (ETI); an alliance of companies, trade unions and NGOs that promotes respect for workers' rights and the lives of over 10 million workers around the globe and contribute to the global spread of values, norms and ideas (ETI, 2007; Schaller, 2007). Retailers such as Marks and Spencer, H&M and New Look work voluntarily with multi-stakeholder initiatives such as the ETI to develop transnational standards, codes of conduct or certification schemes as they create soft law and adopt steering tasks that were classically in the sphere of state regulation (Cashore 2002, Utting 2002, O'Rourke 2003, Risse 2004, cited in Schaller, 2007).

1.2 Sustainable Consumption & Communication

The past decade has seen an increase in the acknowledgement that public policy instruments are an important means for putting sustainable consumption into practice. Wolff & Schönherr (2011), in their review of the literature and their evaluation of European sustainable consumption policy instruments recognise that interventions can shape infrastructures, knowledge, incentives, norms, and expectations with regard to consumption practices (Fuchs and Lorek 2005; Rubik, et al., 2009; Sanne 2002; Spaargaren 2003; Spaargaren and Mol 2008; Thøgersen 2005; Tukker, et al., 2008). Evidence suggests, however, that the extensive consumer research conducted on behalf of national governments and the United Nations Environment Programme (UNEP) since at least 2001, has had a limited impact on sector or consumer action.

Over a period of two decades, the outcomes of the United Nations' (UN) Global Summits on Sustainable Development; The Earth Summit, 1992, Johannesburg, 2002 and Rio+20, 2012, have placed increasing emphasis upon sustainable consumption and production as a key driver in achieving the aims of the sustainable development agenda. A steadily emerging theme of Bruntland (1987), Agenda 21 (UNCED,1992) and latterly the Johannesburg (2002) and Rio (UNCSD, 2012), is the emphasis placed upon the consumer as the key 'change agent' in the sustainable consumption agenda. The inherent complexity of the objectives of sustainable development become apparent when we consider that in order to achieve it, a paradigm shift is required in the consumption habits of society at large.

Conceived in 2002, the UN 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) is a global framework of action devised to

accelerate the shift towards sustainable consumption, in both developed and developing countries (Akenji and Bengtsson, 2014). In July 2014, the UN's 10YFP Consumer Information Programme (CIP) was launched. This is a global programme which aims to harness the power of consumers, through better informed buying decisions, to shift towards a more resource-efficient world (Appendix 1:1). The goals of the programme are to:

- 1) Improve availability, accessibility and quality of consumer information to create a basis for the provision of credible information.
- 2) Drive change in government and business to ensure that the framework conditions are provided to support best practices in relation to consumer information.
- 3) Enhance communication to drive behavioural change and ensure the transition from being informed to taking action.

It is perceived that the provision of accurate information about the social and environmental impacts of consumer products is a critical factor in driving consumers towards sustainable product choices that will in turn, drive an increase in sustainable production. The work of the 10YFP responds the 2012 Rio+20 Summit call to "*further mainstream sustainable development*" (UNCSD, 2012 p.2).

It is widely agreed in the academic and sustainable development policy literature that issues related to the concept of sustainable consumption are complex and framed by an element of uncertainty in terms of their definition (Berg, 2010, Newig, et al., 2013). In addition, it is recognised that a shared understanding of the terms used to define sustainability and sustainable consumption, and those used to describe the connections between related concepts, is crucial in developing public understanding and for better communication in the process of mainstreaming and moving consumers toward their participation in aspects of sustainable development and more sustainable lifestyles. (Costanza and Patten, 1995; Glavik and Luckman, 2007; Newig, et al., 2013; Brown, 2013)

1.2.1 Communicating Ethical Fashion

Research suggests that during the peak of ethical fashion's media exposure, between 2006 and 2008, there was not a lack of information but a lack of accessibility and an excess of complexity in its presentation (Berry and McEachern, 2006; Beard, 2008; Thomas 2008; Fisher, et al., 2009; Markulla and Moisander, 2012; Carey and Cervellon, 2014). Research also suggests that as concerns regarding limited consumer engagement with sustainable development have risen, the literature in sustainability related communication has

extended (Godemann and Nicholson, 2011). This is evident in the areas of corporate sustainability communication (Nambier and Chitty, 2014) climate change communication (Moser and Dilling, 2011) and communication for sustainable consumption (Godemann, 2011, Ott, et al., 2011), an interest that is also evident in the wider fashion context (Davies, et al., 2012; Ethical Fashion Forum, 2013; Hassan, et al., 2013).

The literature base that considers the communication of climate change to the public is well established, extensive (Nisbet, 2009; Nisbet and Scheufele, 2009) and relevant to this thesis. In the review of this literature, Moser and Dilling (2011:162) claim that communication of climate change has been ineffective for four main reasons:

- 1) communicators have made the simplistic assumption that a lack of information and understanding explains the lack of public engagement and that more information and explanation is needed to move people to action,
- 2) the assumption that fear and visions of potential catastrophes as a result of inaction would motivate audiences to action
- 3) assumptions that the scientific framing of the climate change issue would be most persuasive and relevant in moving lay audiences to action and that
- 4) mass communication is the most effective way to reach audiences on this issue.

The assumption and response presented in reason 1) above has been studied widely and is presented as the 'knowledge deficit model' (Bak, 2001; Sturgis and Allum, 2004). Given the introduction of the 10YFP's CIP, it is evident that information and consumer education is still the policy maker's preferred route to behaviour change. It would seem that UN thinking is guided by the knowledge deficit model and the belief that better problem understanding, by way of more or 'accurate' information, will automatically eliminate consumer uncertainty, improve consumer engagement, and inevitably lead to the appropriate behavioural response, (Moser and Dilling, 2011). Reliance upon the knowledge deficit model in terms of communicating climate change is considered problematic by authors such as Moser and Dilling, (2011) who claim that, primarily, this belief assumes that information and understanding are necessary and sufficient conditions for behavioural engagement with situations or products. Moser and Dilling (2011:169) recommend that, in developing social and policy related messages, a better understanding of the target audience will help identify the 'framings and messengers' that will most powerfully resonate with different groups of people.

Message framing is widely used in advertising, marketing and the media. At a theoretical and descriptive level, framing research offers a way to explain how various social actors approach complex social issues. For example, framing explains how journalists selectively cover these issues, and how members of a diverse public or consumer audience differentially perceive, understand, and participate in related matters (Scheufele, 1999). A frame can guide action by enabling the reader to organise and apply the information to related knowledge and previous experience. When the frame is aligned to an individual's interests or values, the frame is more likely to be persuasive in decision-making situations (Stanforth and Hauck, 2010).

To date, neither the knowledge deficit model nor the concept of message framing has been considered within the debate concerning barriers to mainstream consumer engagement with ethical fashion products. Preceding the distinct work of Thomas (2008) and Markkula and Moisander (2012), Grosskurth and Rotmans (2005) suggested that the inherent subjectivity of the sustainability concept, the ambiguity of its associated vocabulary and the influence of socio-cultural factors, should be carefully mapped in order facilitate improved communication within fashion contexts. The work presented in this thesis suggests that consideration of the knowledge deficit model and the theory of framing will provide further insight to ethical fashion communications as a barrier to mainstream consumer decision making.

1.2.2 Mainstreaming Sustainable Consumption

While it is accepted that some form of communication is critical to the development of consumer action, it would appear that the outcome of the 2006 – 2008 'watershed phase' for UK ethical fashion, the research findings of academics such as Hobson (2001, 2003), Jackson and Michaelis, (2003) and Jackson (2004), support the claims of Moser and Dilling (2011). All authors propose that an information-led approach to behaviour change misses a great deal of what actually shapes consumption activities. Sector level and academic research within the context of UK fashion and clothing supports the suggestion that the provision of information to drive change in consumer behaviour is hampered by a lack of consumer understanding (Thomas, 2008; Beard, 2008; Fisher, 2009). As early as 2005, in his report to the UK's Sustainable Development Research Network, Jackson proclaimed that '*understanding mainstream consumer behaviour is a pre-requisite for understanding how to motivate or encourage pro-environmental behaviour*' (Jackson, 2005:20).

The increase in mainstream sales of sustainably sourced and ethically produced food (Low and Davenport, 2006; Mintel, 2006; Doherty and Tranchell, 2007; Mintel, 2008) suggests

that the mainstream consumer is influenced by media and marketplace communication of ethical issues, and is willing to make purchasing decisions based upon ethical considerations. However, it is suggested that without the direct association to personal health or quality of life, the majority of people are not willing to consider additional sustainability related criteria when shopping for clothing (Kim & Damhorst, 1998; Joergens, 2006)

For more than a decade, the ethical fashion consumer research conducted in the UK has sampled, predominantly from a population of pro-environmental or ethically committed consumers (see Appendix 1:2). The literature that explores consumer behaviour in relation to ethical fashion has to date emphasised the behaviour of the highly motivated ethical consumer, (Dickson and Littrell, 1997; Shaw and Duff, 2002; Shaw and Tomolillo, 2004; Dickson, 2005; Shaw et al., 2006a; Shaw et al., 2007). This research has considered the profiling of ethical clothing consumers (Dickson, 2005), consumer ethics in clothing choice (Dickson and Littrell, 1997; Shaw and Duff, 2002; Shaw and Tomolillo, 2004; Shaw, et al., 2006b; Shaw et al., 2007), and consumer attitudes to ethical practice in garment production (Dickson, 1999; Klein, 2001; Dickson, 2000; Dickson, 2001)

A number of ethical fashion studies have examined the behaviour of the mainstream consumer (Butler and Francis, 1997; Kim and Damhorst, 1998; Dickson, 1999, 2000; Iwanow et al., 2005; Joergens, 2006; Ruddell, 2006; Fisher et al., 2009; Carey and Cervellon, 2014). Of these, only four were conducted in the UK or with British mainstream consumers (Iwanow et al., 2005; Joergens, 2006; Fisher et al, 2009; Carey and Cervellon, 2014). In these studies, a number of factors are reported to contribute to the complexity of ethical clothing choice for the mainstream consumer. Findings in this research suggest that these factors are related to expectations for garment quality, style, fit and comfort and that these take precedence over environmental and social concern. The research suggests however that, in the area of apparel, this is true of both the mainstream and ethically committed consumer (Butler and Francis, 1997; Dickson, 1999; Iwanow, et al., 2005; Joergens, 2006; Shaw et al., 2006).

This body of research has focussed upon consumer attitudes towards ethical fashion and the extent of environmental and social concern. The mainstream consumer is reported to possess limited knowledge or concern with regard to the environment when purchasing clothing (Joergens, 2006; Fisher et al, 2009). In matters of social concern, mainstream consumers were found to be knowledgeable, but only moderately concerned (Iwanow, et al., 2005; Joergens, 2006). Despite the lack of emphasis upon information sources, within this body of work, both mainstream and ethical consumers report the lack of credible

information as a significant barrier to buying sustainable apparel. The consumer information considered within this literature is limited to that presented in company codes of conduct, country-of-origin labels and care labels (Iwanow, et al., 2005; Joergens, 2006; Fisher et al, 2009). No attempt has been made to determine what it is that constitutes credible information for the mainstream consumer or whether the language used in these modes of communication formed a barrier to consumer understanding. In the findings of extant ethical fashion research, there is no indication that the concept of information framing has been considered in order to guide consumer action (Stanforth and Hauck, 2010). Despite the reference to mainstream consumer knowledge, no attempt has been made to establish the source or nature of this.

A new body of literature is emerging that focuses upon the language of ethical fashion and is related to the practice of fashion media and fashion marketing communications (Beard, 2008; Thomas, 2008; Fisher, et al., 2009; Markulla and Moisander, 2012; Carey and Cervellon, 2014). This recent but equally limited work emphasises the ethical fashion message, its meaning and consumer understanding of it. The work of Markulla and Moisander (2012) serves to explain the 'knowledge-to-action' gap observed in the consumer policy literature on sustainable consumption. The Markulla and Moisander sample, though not defined as ethically committed, was selected on the basis of participants' educational background and their ability to represent 'consumers who have the necessary cultural capital to act as ecologically oriented consumers'. The work of Carey and Cervellon, (2014), while sampling from a population of mainstream consumers, served to compare cross-cultural consumer attitudes to ethical fashion. UK consumers were included in the study and although findings make reference to consumer confusion regarding the language of ethical fashion, specific insight is limited. Whilst there exists in the literature a gap regarding the communication of the ethical fashion message, the gap that considers mainstream consumer understanding of ethical fashion is greater.

1.2.3 Information & Behaviour Change

The research presented in this thesis is aligned to goal three of the CIP presented in section 1.2: the proposition that enhanced communications will drive behaviour change and ensure transition from consumer information to consumer action. Reporting to the UK's Sustainable Development Research Network, Jackson (2005) presented an extensive theoretical review of the evidence on consumer behaviour and behavioural change. It is clear in this document that the task to move mainstream consumer behaviours towards sustainable consumption is complex for a variety of reasons. Not least because,

'consumer choices are influenced by moral, normative, emotional, social factors, facilitating conditions and the sheer force of habit, as well as by so-called rational deliberations and intentions. In many cases...people appear to be locked in to behaviours and behavioural patterns that seem to be resistant to change.' (Jackson, 2005 :).

Jackson suggests that if the aim of government policy is to change either attitudes or behaviours in a pro-environmental direction, particularly via the use of information, then inspiration could be sought in the extensive literature on persuasion. During the nineteen forties and nineteen fifties, the work of the Hovland-Yale Communication and Persuasion (HYCP) group framed successful persuasion in terms of three key elements (Hovland et al 1953, Hovland 1957):

- the credibility of the speaker (the source);
- the persuasiveness of the arguments (the message); and
- the responsiveness of the audience (the recipient).

It has since been recognised that this linear model of persuasion is significantly limited (Petty et al 2002). Empirical evidence indicates both that consumer learning can occur without any change in attitudes, and that attitude and behaviour change can occur with little assimilation of a persuasive message (Greenwald 1968, Petty and Cacciopo 1981).

A shift in consideration of the HYCP model to the perspective of cognitive response theory placed a greater emphasis on individuals as active participants in the persuasion process Jackson (2005). This approach suggests that attitude and ultimately behaviour change is extensively mediated by a consumer's cognitive response to persuasive messages; it depends upon the involvement, history and context of the individual (Greenwald 1968). Adopting this perspective moves a researcher's focus towards the antecedents of attitude and behaviour change and the influence of consumer knowledge in information or product involvement.

Involvement is defined as an unobservable state of motivation, arousal, or interest (Rothschild, 1984). In a consumer behaviour context, involvement is the degree to which consumers are engaged in different aspects of the consumption process as it relates to either promotional material or products (Broderick and Mueller, 1999). Josiam et al., (2005) describe the involvement construct as an imperative psychographic feature of persuasion in consumer behaviour. Krugman's (1965) seminal observation proposed two ways of experiencing and being influenced by the persuasion of mass media (Greenwald 1968). One way is characterised by low personal involvement and the other by a high degree of personal involvement. This refers to the number of conscious connections, or personal

references that the viewer makes between his or her own life and the media message. Krugman's original concept of bridging experiences, connections, or personal references corresponds well to a consumer's cognitive elaboration of incidentally encountered information (Anderson and Reder 1979; Craik and Tulving 1975) such as that encountered via print media. Krugman drew attention to the effect of media on involvement while Houston and Rothschild (1977) offered the concept of situational involvement as a covering term for the role of situational variables in determining involvement.

Zaichkowsky (1985 p. 342) defines involvement as a persons perceived relevance of the object (message or product) based on inherent needs, values, and interests. That is, the higher the degree of relevance of a message or a product to a consumer, the higher that consumer's level of involvement with the information or, in the case of this research, the ethical fashion product (Josiam et al., 2005). Foxall et al. (1998) recognized involvement for the role it plays in attitude formation. Under high involvement conditions, consumers engage in an extended problem-solving process (Zaichkowsky, 1985). Research to date suggests that the pro-environmental or ethically committed consumer can be defined as having high involvement with ethical fashion products where the mainstream consumer's involvement is low. High involvement implies greater relevance to the self (O'Cass, 2000) and has the potential to lead to enduring involvement, which is stable over time. Thus the higher the level of involvement, the more likely a consumer is to seek out information with which to evaluate possible alternatives. This outcome is less likely in low involvement as products are considered as having little relevance to consumers or, possibly, where the consumer is less product literate (Kopp, 2011), the information about the product is not understood. Michaelidou and Dibb (2006) cite the Laaksonen (1977, p. 445) definition of response involvement as a behavioural process and thus a "means to mediate information search". In his extensive review of the literature related to fashion involvement, Naderi (2013) provides evidence that, to date, the consequences of fashion involvement studied in the articles reviewed are either behavioural (i.e. search behaviour) or attitudinal (i.e. attitude durability) constructs. Naderi (2013:101) calls for consideration of the antecedents and consequences of product involvement: i.e. information processing and its impact upon decision-making factors.

The research presented in this study suggests that the concept of product literacy (Kopp, 2001) is valuable in supporting the analysis of response and situational involvement. This is a broader concept than fundamental, functional "reading literacy" (Viswanathan, Rosa, and Harris 2005) and includes the ability to make comparisons among products, evaluate and incorporate new information effectively and use products in an individually and / or societally beneficial way. Kopp (2011) presents the hypothesis that factors that impact

product literacy include experiential and sociological components, product-related communications and the use of particular of media. This encompasses product category specific literacies and provides a framework that may be adapted to explain the mainstream consumer involvement with ethical fashion products.

O'Cass (2004) explains that fashion involvement is conceptualized by the interaction between an individual (consumer) and an object (product). In fashion marketing, fashion involvement refers to the extent of interest with the fashion product category, such as ethical fashion. Product literacy is defined by Kopp (2012, p:195) as 'the degree to which consumers have the capacity to locate, obtain, evaluate, apply and communicate basic information needed to make appropriate product-related decisions. Central to both concepts is the process of communication and the development of consumer knowledge in avoiding consumer uncertainty (Hassan, et al., 2013).

To date, the ethical fashion literature has focussed upon the search for measures to determine consumer attitudes towards ethical fashion products and it explores the concept of values in the drive for behaviour change by consumers. Consumer ethics in clothing choice and consumer attitudes to ethical practice in garment production have been analysed but only within the context of the ethically motivated consumer (Dickson and Littrell, 1997; Dickson, 1999; Klein, 2001; Dickson, 2000; Dickson, 2001; Shaw and Duff, 2002; Shaw and Tomolillo, 2004; Shaw, et al., 2006; Shaw et al., 2007). A small number of ethical fashion studies have examined the behaviour of the mainstream consumer (Butler and Francis, 1997 Kim and Damhorst, 1998; Dickson, 1999, 2000; Iwanow et al., 2005; Joergens, 2006; Ruddell, 2006; Fisher et al., 2009; Carey and Cervellon, 2014). This has also focussed upon consumer attitudes towards ethical fashion and measured the extent of environmental and social concern.

1.3 Justification for this Research

This thesis contributes to the emerging body of literature that analyses the complexity of the language of ethical fashion. Research analyses the evidence that the vocabulary of ethical fashion functions as a barrier to ethical product literacy and results in low consumer involvement. Primary data analysis evaluates the lack of consistency in stakeholder use and interpretation of the ethical fashion lexicon and critically examines the implications of print media derived knowledge for the successful communication, interpretation of and involvement with ethical fashion by mainstream fashion

This study raises questions about the process of communication with consumers and the value of consumer information as a driver for behaviour change, particularly in mainstream consumer markets. The underlying argument presented throughout the thesis is that the complex nature of the sustainability concept and the contemporary fashion system is a barrier to the mainstreaming of ethical fashion consumption. This, coupled with the inherent complexities of behaviour change and the communications process, leads to the underlying premise of the thesis; that a lack of consistency in stakeholders' subjective interpretation and understanding of the sustainability lexicon, is likely to continue to impede change in mainstream fashion consumer behaviour.

This research requires the review and consideration of a set of interrelated discipline, sustainability, ethical sourcing, consumer behaviour and the communications process. The literary scope of each field is extensive and reaches beyond the limitations of this thesis. In order to achieve the research aims, within each discipline, discussion centres upon specific subject areas. As illustrated in Figure 1:1, the review of sustainability is confined to the academic literature that considers the definitions and the meanings of the sustainable development concept, the concept of sustainable consumption and the development of relevant global, national and sector level policy. Within the area of communication, emphasis will be placed upon knowledge acquisition, incidental information in the communications process and the implications of media and retailer framing in raising consumer awareness. Consideration of the broad field of consumer behaviour will focus upon the roles of product literacy and involvement in consumer uncertainty and behaviour change. Consideration of the intersections of each of these areas of study will enable the analysis and evaluation of the language of sustainability, the influence of information on consumer behaviour and the impact of both on behaviour change. Central to this analysis will be the development of insights into the complexities associated with information as the driver for behaviour change in mainstream consumer contexts.

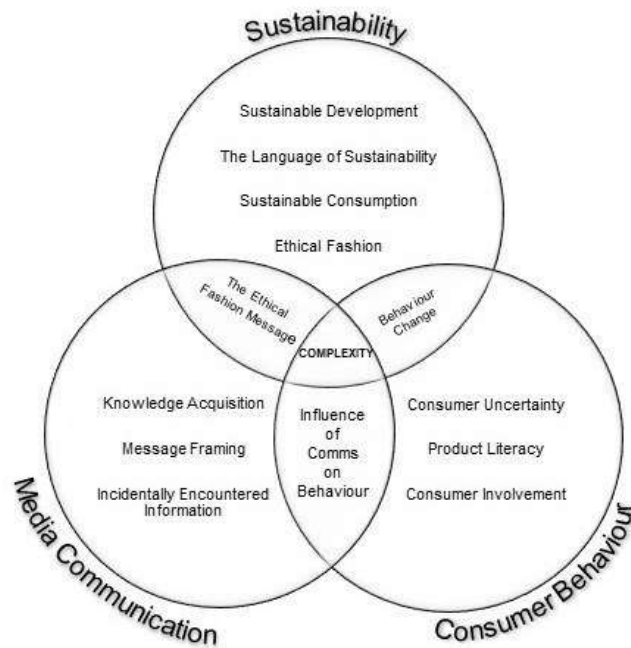


Figure 1:1 Literary Themes

1.4 Research Aims

In order to model the complexities inherent in the communication of sustainable development to mainstream fashion consumers, the aims of this study are:

1. to critically analyse the concepts, theories and policy decisions that inform the mobilisation and mainstream communication of ethical fashion consumption in the UK
2. to analyse the content of the ethical fashion message in mainstream print media (2006-2008 and 2012)
3. to establish mainstream female consumer understanding of the ethical fashion message
4. to evaluate the effectiveness of ethical / sustainability communications of mainstream fashion retailers (2010 and 2012)
5. to develop a conceptual model that explains the complexities of the communications problem in mainstream ethical fashion contexts

1.5 Contribution to Knowledge

In fulfilling the aims of the study, it became evident that this exploratory body of research provides valid contributions to two key bodies of literature. Firstly, to the apparel focussed

consumer behaviour literature through the development of explicit insight to the complex and dynamic nature of the words used in print media and retailer communications with UK based mainstream, fashion consumers. Secondly, to the literature that considers discursive confusion (Marrkula and Moisander, 2012) in fashion communications with clear evidence that both a lack of consistency in the presentation and the subjective interpretation of the ethical fashion lexicon are barriers to mainstream fashion consumer behaviour and to the development of ethical fashion product literacy.

Primary data analysis evaluated the lack of consistency in stakeholder use and interpretation of the ethical fashion lexicon and critically examined the implications of socially derived knowledge for the successful communication, and interpretation of and involvement with ethical fashion by mainstream fashion consumers. This thesis contributes, in particular, to the emerging body of literature that analyses the complexity of the language of ethical fashion. Findings expose the value of analysing mainstream consumer behaviour within the broader context of a set of interrelated theoretical concepts. The research presented exposes evidence that the vocabulary of ethical fashion leads to 'consumer uncertainty' (Hassan, et al., 2013), functions as a barrier to ethical 'product literacy' (Kopp, 2012) and results in low 'consumer involvement' (O'Cass, 2004; Naderi, 2013) with ethical fashion products.

Findings bring to the fore the concept of 'familiarity' (Johnson and Russo, 1984; Andrews et al., 1990) in consideration of consumer knowledge and involvement. In doing so, this research extends the Hassan, et al., (2013) model of consumer uncertainty by proposing that familiarity, in addition to complexity, ambiguity, conflict, credibility and source, is an antecedent to uncertainty in product knowledge, product choice and product evaluation. This thesis proposes that the concept of product literacy (Kopp, 2012), currently excluded from the knowledge to action debate, is a critical factor in developing understanding of consumer uncertainty and the knowledge to action gap. Data confirms that, given the nature and complexity of the words used to present ethical fashion, the mainstream consumer remains uncertain of the net benefit of obtaining product information (Kopp, 2012). They are unable to comprehend (Kopp, 2012) ethical fashion information that is incidentally encountered and, due to its complexity and changing nature, unable to evaluate this information in order to make relevant choices (Kopp, 2012) to become involved with ethical fashion products (Naderi, 2013).

This research further contributes to the ongoing debate that examines whether, understanding of situation (Andrews et al., 1990) or consumer contexts is more important

than consideration of individual values, attitudes and motivations in the search for insight to the knowledge to action gap (Jackson, 2005, 2006; Tukker et al., 2008, Thorgersen, and Schrader, 2012). A central finding of this investigation was confirmation that the social contexts of retail environments (Cramer et al., 2004; Oosteever and Spaargen, 2012; Leher, 2015) and domestic routines (Hobson, 2003; McNaughten and Jacobs, 1997) are critical in the development of familiarity which influences how they interpret the lexicon of ethical fashion. A key contribution of this research is the modelling of evidence (Figure 7.9) that it is these 'incidental learning' environments (Marsick and Watkins, 2001) in conjunction with TV and print media, that are instrumental in the development of mainstream consumer knowledge. These learning environments inform ethical product literacy, the degree to which consumers have the capacity to locate, obtain, evaluate, apply and communicate information to make ethical product decisions, which in turn, has significant effect upon mainstream consumer involvement with ethical fashion products.

1.6 Chapter Summary

Chapter Two.

Communicating Sustainable Development: the challenges and the efforts

Chapter 2:1 introduces the origins and the complexities of sustainable development. The review of a multidisciplinary literature base was carried out to develop understanding of the broad set of challenges presented in attempting to communicate matters of sustainability to stimulate sustainable consumption. From both conceptual and semantic perspectives, discussion exposes the extent of the academic debate that has, over a period of almost thirty years, expressed the challenges faced when attempting to clearly define the term 'sustainable development'. The ambiguous and contested nature of the term is explored in order to develop insight to the inherent complexity that underpins this specific communications problem and to provide a platform from which to consider the implications for an information led approach to behaviour change.

Chapter 2:2 presents an overview of the United Nation's behaviour change agenda and appraises the most pertinent attempts to drive behaviour change through policy development at global, national and sector level. Discussion emphasises the critical evaluation of fashion retail sector's attempts to mobilise consumer interest in ethical fashion products. This chapter closes with discussion that exposes the gap in the literature regarding the communication of ethical fashion of mainstream consumers.

Chapter Three.

Information as the driver for Behaviour Change

This chapter explores the complexity of information as the driver for behaviour change. Discussion exposes the antecedents of consumer uncertainty and proposes that the construct of uncertainty is inextricably linked to the concept of product literacy in the effort to mobilise mainstream consumer involvement with ethical fashion markets.

Chapter Four.

Methodology

Chapter four explains and justifies the methodological approach adopted in order to conduct the research presented in chapters five, six and seven. The ontological perspectives of Critical Realism and the epistemological perspective of Symbolic Interactionism guided the research framework. Data collection and data analysis was carried out using a grounded theory approach; the method of qualitative content analysis and grounded theory coding were central to the analysis of media texts, retailer texts, the transcripts of focus group discussion and to the presentation and discussion of findings.

Chapter Five.

Analysis, Findings and Discussion: Stage 1 Phases 1-3

The findings and analysis of stage one, phases one, two and three are presented in this chapter. Discussion lays the foundation for the development of substantive theory, which provides insight to mainstream consumer understanding of the ethical fashion message. Findings are presented sequentially. The progressive emergence of theory and tentative literary connections are considered in the closing sections of the chapter.

Chapter Six.

Analysis, Findings and Discussion: Stage 2 Phases 1-2

The findings of stage two, phases one and two are presented in Chapter Six. The development of theory and tentative literary connections are also considered in the closing sections of chapter.

Chapter Seven.

Discussion: Theorising of Stage 1 & Stage 2

In-depth discussion of findings with reference to the literature is reserved for Chapter Seven where emergent theoretical categories are conceptualised to inform the modelling of mainstream consumer understanding of the ethical fashion message.

Chapter Eight. Conclusions and Recommendations

Chapter eight presents the conclusions and limitations of the study and recommendations for further research.

2 Communicating sustainable development: the challenge and the efforts

Introduction

Since the early nineteen seventies and over a period of almost forty-five years, the discourse of sustainable development has broadened to accommodate a wide range of industries and stakeholder groups, which has resulted in variations in the definition and interpretation of the terms sustainable development and sustainable consumption. In the nineteen eighties, sustainable development was proclaimed to be no more than a catch phrase that would eventually wither (Mebratu, 1998). Contrary to expectation, the importance of the sustainable development concept has increased dramatically and generated multifaceted and ongoing academic debate.

The complex nature of sustainable development and the debates pertinent to the research presented in this thesis are explored in extensive bodies of academic literature that analyse the implementation of global and national policy (Hobson, 2001; Moisander and Pesonen, 2002; Seyfang 2004; Thorgesen, 2005; Berg, 2010; Wolff & Schönherr, 2011), expose the ambiguities in the term 'sustainable development' (Tisell, 1985; Meppem & Bourke 1995; Pezzoli, 1997; Mebratu, 1998; Giddings et al, 2002; Connolly, 2007), examine its definitions and associated meanings (Lele, 1991; Robinson, 2004; Grosskurth & Rotmans, 2005; Galvic & Luckman, 2007; Nambier & Chitty, 2014), consider the nature of sustainable consumption and consumer behaviour (Kollmus & Agyeman 2002; Jackson, 2003; *ibid*, 2005; *ibid*, 2009; Jackson & Michaelis, 2003; Moisander, 2007; *ibid*, 2002; Mont & Power, 2009; Pepper, 2009; Kollandai-Matchet, 2009; Barnett et al, 2011; Papaoikonomou et al, 2011; Pecaro, 2013) and question communication and information as the driver for behaviour change (De Young, 1993; Prawat & Floden, 1994; Kalof, 1997; Hobson, 2001; *ibid*, 2003; Barth & Fischer, 2011; Moser, 2011; Ott et al in Godemann & Nicholson, 2011; Barth, 2012; Markulla & Moisander, 2012).

As discussed in Chapter One, at the most recent Global Summit for Sustainable development in Rio de Janeiro, 2012, the focus of the sustainability debate was how to stimulate the expansion of public participation in the global sustainable development agenda, predominantly via the process of sustainable consumption (UN, 2012). The most recent vehicle devised to expand consumer participation is the UN's 10YFP Consumer Information Programme, which aims to harness the power of consumers, through better informed buying decisions, to shift towards a more resource-efficient world (see Appendix 1). It is perceived by the UN that the provision of accurate information and targeted

communication about the social and environmental impacts of consumer products is a critical factor in driving consumers towards sustainable product choices that will in turn, stimulate sustainable production.

Over twenty years since its publication, the work of Mepem and Bourke is useful in providing a springboard from which to highlight a critical challenge in the communication of sustainability and related concepts. While acknowledging that sustainability as a conceptual notion is often limited and constrained by discipline specific 'ways of knowing', in their 1995 paper entitled '*Different Ways of Knowing*', Mepem and Bourke emphasised the proposition that the development of shared meaning of the term sustainability was key to the effective communication and implementation of sustainability related strategy at global, national and local levels. In presenting the argument that '*the complexity and indeterminacy of the term*' (Mepem & Bourke, 1995) was rarely considered by the dominant agents involved in ongoing debates, the authors called for a shift from the focus upon the debates of specialised disciplines to an emphasis upon the development of understanding of the trans-disciplinary perspectives of the meanings and understanding of the sustainability issue.

Within the broad domains of marketing and communications theory, it is widely accepted that culture plays an active role in the construction of our perceived reality. Recognising that the meaning of a term like 'sustainability' is not fixed, but operates within a '*discursive process where shared meanings are negotiated and developed*' (Mepem & Bourke, 1995) it is proposed that cultural frameworks lead to the social construction of consumer centric 'ways of knowing'. Adopting the Mepem and Bourke (1995) perspective, the research presented in this thesis questions the mainstream consumer's ways of knowing. The underlying premise of this research is that a lack of clarity in the communication of sustainability generally and in printed media specifically, is a critical factor in consumer understanding and interpretation of sustainable fashion. This communicative approach to sustainability research concentrates on exposing the tensions between cultural artefacts and social interactions as contesting narratives. In presenting the concept of ethical fashion as a narrative or stories within a sustainability discourse, it is assumed that meaning is not subject to a fixed interpretation, but that meaning is culturally derived and context dependent.

In this chapter, the meaning of sustainability and ultimately ethical fashion is presented as ambiguous, contingent and open to multiple interpretations. To open discussion and firmly contextualise the research, the sections that follow, explain the origins of the sustainability

concept, expose the inherent complexities of the term and how these manifest in terms of a communications problem within the context of attempts to mainstream sustainable consumption.

2.1 Sustainable Development: understanding the challenges

2.1.1 The Root of the Challenge

Although the broad concept of sustainable development is shown to have evolved most rapidly over the 20 year period between 1972 and 1992, its origins lay in much earlier debate regarding the impact of global industrialisation and growth. Concerns regarding resource scarcity and the impacts of population growth were foreseen during the industrial revolution. In his *Essay on the Principle of Population*, for example, Thomas Malthus (1798) highlighted the tension between the exponential growth of human populations and the arithmetic rate of growth in food supply. Gottlieb (1993) cited in Pezzoli (1997, p.550) proposes that in the US, the urban and industrial roots of environmentalism grew in the late 1800's with the co-dependency of health, the environment and politics recognised and evaluated by Alice Hamilton in the 1929 publication 'Industrial Poisons in the US'.

It is widely accepted that international recognition of sustainability as a concept, to guide economic and industrial development, gained momentum in 1970's. Borne out of the growing evidence of industrial pollution and the depletion of natural resources, in 1972, The 'Club of Rome', published 'The Limits to Growth', which drew attention to the '*predicament of mankind*' (Meadows et al, 1972) and called to the world's people to moderate their material lifestyles. The profound challenges presented by 'The Limits to Growth' and by the findings of a growing body of environmentally focussed research led to a groundswell in the environmental debate between prominent scholars, scientists and global leaders (Pezzoli, 1997, p.551).

Schumacher (1959) is given credit for the mobilisation of environmentalist debate on the scale of organisations and their economic, ecological and social effects (Mebratu, 1998 p.500). Reflecting upon the impact of rapid, post-war growth and resultant global impacts, Ernest F. Schumacher's 'The Crucial Problems of Modern Living' (1959) was the precursor to the seminal text 'Small is Beautiful' (1973) in which he suggests that '*one of the most fateful errors of our age is the belief that 'the problem of production' has been solved*' (p.2). To emphasise his point, Schumacher goes on to propose that '*a businessman would not consider a firm to have solved its problems of production and to have achieved viability if he saw that it was rapidly consuming its capital*' (p.3).

The 1972 UN Conference on the Human Environment held in Stockholm, created considerable shift in discussions and acceptance of a broad set of inter-related environmental and humanitarian issues. This led to the establishment of the UN Environment Programme (UNEP), the creation of national level environmental protection agencies and the recommendation for environmental management and environmental assessment as a management tool. Although the words 'sustainable' and 'development' were used in the ongoing debates, the environmental emphasis of discussion centred on terms such as “environment and development,” “development without destruction,” and “environmentally sound development.” The now familiar term, “eco-development” appeared in the UN Environment Program review in 1978. By this time, it became internationally recognised that environmental and developmental ideas needed to be considered concurrently and as an integrated concept (Mebratu 1998). Pezzoli (1997) proposes that at this stage in the debate, environmentalists understood their challenge to be one of primarily cleaning up the mess left by decades of rapid and unrestricted post-war growth. On the other hand, industrialists tended to view the environmental cost of development as external to development to be dealt with by measures external to development and largely as 'add-ons' rather than an integral 'build-in' to development plans. As proposed by MacNeil et al (1991, p: 21) *'the environment debate thus focused mainly on the adverse impacts of development on the environment; the impacts of a degraded environment on the prospects of development were largely ignored'*.

The recommendations from Stockholm were further elaborated in the 1980 World Conservation Strategy (WCS); the collaboration between the International Union for the Conservation of Nature (IUCN), the World Wildlife Fund (WWF), and the UNEP. In recognition of the tensions in focus and emphasis between various agencies and participating organisations, the aim of the strategy outlined in the quote below, was to integrate concerns of the environment and development into the umbrella concept of 'conservation' and define a set of guiding principles and actions.

Human beings, in their quest for economic development and enjoyment of the riches of nature, must come to terms with the reality of resources limitations and the carrying capacity of ecosystems, and must take account of the needs of future generations. This is the message of conservation. For if the object of development is to provide social and economic welfare, the object of conservation is to ensure Earth's capacity to sustain development and to support all life'

Kassas, Tolba & Loudon (1980, p.1)

According to Tryzna (1995) and Khosla (1995), the strategy's subtitle 'Living Resource

Conservation for Sustainable Development' was the first explicit use of the term and highlighted the notion of sustainability as being key to the ongoing debates. A term that was to give focus to what had been up until this point, a rather diffuse idea.

However, it wasn't until 1987's World Commission on Environment and Development (WCED) report, the landmark publication *Our Common Future* (or Brundtland Report), that the concept of 'sustainable development', clearly informed by the WCS, was elaborated and defined as *'development that meets the needs of current generations without compromising the ability of future generations to meet their own needs'* (WCED, 1987, p. 45). Key proposals are summarised below in table 2:1. Brundtland called for a *'new era of growth - growth that is forceful and at the same time socially and environmentally sustainable'* (WCED, 1987) The Brundtland report argued that the vast and complex issue of environmental deterioration should be integrated with the equally vast and complex issue of human development and poverty, clearly suggesting that both challenges needed to be resolved simultaneously and in a mutually reinforcing way, whilst still accommodating growth. It was claimed that sustainable development, *'far from requiring the cessation of economic growth, [would] recognise that the problems of poverty and underdevelopment [could not] be solved unless we [had] a new era of growth in which developing countries play a large role and reap large benefits.'* (WCED, 1987).

Reviving growth
Changing the quality of growth
Meeting essential needs for jobs, food, energy, water, sanitation
Ensuring a sustainable level of population
Conserving and enhancing resources base
Reorienting technology and managing risks
Merging environmental and economic decision making

Table 2:1 Brundtland's Key Proposals, WCED (1987)

While sustainable development had been often perceived as an environmental issue, it is clear that the concept has been subject to competing agendas (UNNY, 2010). Consideration of these helps to expose underline the difficulties in integrating economic, environmental, and social concerns and, to some extent, demonstrates how the interpretation of sustainable development is, in some way, subject to the prevailing *zeitgeist* (ibid, 2010).

2.1.2 Defining Sustainable Development

According to Holmberg (1994), by 1994 there were more than 80 different definitions and interpretations fundamentally sharing the core concept of the WCED's definition. Several

authors have criticised this definition for being too vague; for not defining what needs are, or for not being clear about the mechanisms required to achieve an environmentally sustainable society (Redclift, 1989; Solow, 1993; Norgaard, 1994). Castro (1995) suggests that the Bruntland definition reflects a political compromise between growth and environmental sustainability that the pro-growth delegations at the United Nations could accept. In his analysis, Castro proposes that the Bruntland passage from which the definition is drawn, opens with a language of crisis, yet the solutions offered seem like business as usual. In summary, the Bruntland claim was that poverty needed to be reduced and that reduction of poverty required economic growth. To achieve economic growth, there needed to be freer markets. In addition to freer markets, developed countries had to transfer to the underdeveloped countries, knowledge, capital, and technology, which, by default, meant that the businesses at the core of this process would continue to accumulate wealth by selling expertise, capital, and technology to the underdeveloped countries. With some cynicism, it is suggested by Castro (1995) that, at this stage in developing the discourse, sustainable development sounded suspiciously like *'plain old development'*.

The Brundtland definition does not give any indication of the relative priorities given to the domains, it could be argued that this renders the term inherently ambiguous. One such ambiguity is implicit in the two contradicting goals of simultaneously satisfying the needs of current and future generations simultaneously. Here, there is no obvious benchmark to measure the 'sameness' of abilities to satisfy needs, both now and in the future. This particular 'flaw' has been just one reason why authors such as Tyrzna (1995) and Sachs (1999) have rejected the concept of sustainability referring to the term as an oxymoron.

It is proposed in an extensive and growing body of literature that has developed over a period of almost thirty years, that a shared understanding of the terms used to define sustainability, and to describe the connections between related concepts, is crucial in developing institutional and civic understanding of sustainable development (Brown, 1987; Lele, 1991; Holmberg, 1994; Goldin and Winters, 1995; Tryzna, 1995; Costanza & Patten, 1995; Glavik & Luckman, 2007; Newig et al, 2013; Brown, 2013). In the early nineteen nineties, Holmberg (1994) warned that "sustainable development as a concept has become devalued to the point where, to some, it is now just a *cliché*". Reflecting the same apprehension, one year later, Goldin and Winters (1995) described the concept as "elusive," while Tryzna (1995) outlined a growing frustration around the concept, underlined by it being branded as an oxymoron by even its own protagonists. Later in the decade, Daly (1996), extended the perspective of Holmberg (1994) claiming that *"although there is an emerging political consensus on the desirability of something called sustainable development, this term—touted by many and even institutionalized in some places—is still*

dangerously vague", too vague, it was suggested, to be used as a guide for making the desired changes. It is confirmed in this body of academic and related sustainable development policy literature, that the definition, interpretation and understanding of the sustainable development concept is varied and complex (Daly, 1996; Kalof, 1997; Hobson, 2001; *ibid*, 2003; Barth & Fischer, 2011; Moser, 2011; Ott et al in Godemann & Nicholson, 2011; Barth, 2012; Markkula & Moisander, 2012). By way of example, in the mid-nineteen nineties Healey (1997: 183) described the environmental discourse alone as having four main narratives, borne out of varying stakeholder perspectives.

- (1) the environment as a 'stock of assets' (Glasson et al., 1994; Costanza et al., 1998)
- (2) environmental systems and carrying capacity (Rees, 1992)
- (3) the environment as 'our world' (Lovelock, 1979; Naess, 1989) and
- (4) the environment as a cultural conception (Blowers, 1993).

A number of academic authors see the varying perspectives and interpretations of sustainability and the distinct lack of clarity as highly problematic (Brandon & Lombardi, 2005), many of whom have proposed that there is danger its ambiguity claiming that a lack of definition can be used as a rhetorical cloak for both environmentally and socially undesirable policies (Lele, 1991). Connolly (2007) shares the concern that if viewed as 'everything and nothing' the concept is weakened and those wishing to promote environmental sustainability and social justice are hampered by the lack of clear definition. There are however, those authors that consider the conceptual ambiguity and contestation over a 'true' meaning of the term as inevitable (Thorgerson, 1995; Jacobs, 1999b). Robinson (2004) precedes Sneddon et al., (2006) in questioning whether the lack of definitional precision is a serious problem. Robinson (2004:24) questions the possibility of ever defining the concept precisely suggesting that even if it were possible, an outcome of this may be the exclusion of those whose views are not expressed in any specific definition. The author goes so far as to suggest that *'the term sustainable development may profit from what might be called constructive ambiguity'*. While recognising the value of definitions, it is suggested that it may be better to allow these to emerge from attempts at implementing sustainable development, rather than having definitional rigour imposed from the outset, this *'lack of definitional precision of the term sustainable development may represent an important political opportunity'*.

In the year that ethical fashion is perceived to have reached a peak in media presentation in the UK, Jabareen's (2008) presented sustainable development as a concept that tolerates and indeed benefits from diverse interpretations and practices. Jabareen's critical

review of sustainability's multi-disciplinary literature base, actively presents the concept as unclear and as a confused topic which is fraught with contradictions (p: 179).

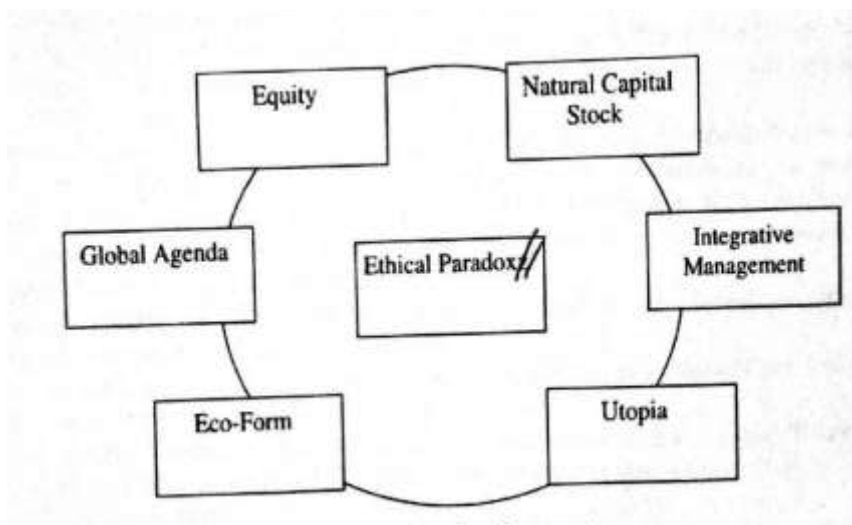


Figure 2:1 The Ethical Paradox Jabareen (2008)

Jabareen's seven-point model of sustainable development shown above in fig 2:1 identifies seven interrelated concepts, which, he claims, together synthesise and assemble a theoretical framework for the term sustainable development. Each concept represents a distinctive meaning and aspect of the theoretical foundations of sustainability. Central to this is the concept of 'ethical paradox'. The author proposes that an epistemological foundation of sustainable development concept is based on the unresolved and fluid paradox of sustainability, which simultaneously inhabits different and contradictory social, environmental and economic ideologies and practices; it is inherently ambiguous.

2.1.3 An Ambiguous and Contested Concept

In light of varying stakeholder perspectives, Giddings et al., (2002:192) present sustainable development as a contested concept proposing that all theories and definitions of sustainable development are in fact socially constructed. That is, the concept of sustainable development is shaped by personal and organisational worldviews, which in turn influence how issues are formulated, presented and actions proposed. Both Mebratu, (1998) and Pezzoli, (1997) provide in-depth consideration of early attempts to define the term sustainable development. Both authors outline the debates between those institutions and academics that prefer the three pillars approach to the dimensions of sustainable development i.e. the social, ecological and economic, or the 'dualistic typology' that simply emphasises a relationship between humanity and nature.

It is generally accepted that a key goal for sustainable development is the integration of activity and consideration by different actors and different sectors across the three

dimensions; taking a holistic view of development and overcoming barriers between disciplines.



Figure 2:2 Visual Representation of Sustainability

The simple, spatial metaphor shown in figure 2:2 has become part of the taken for granted language of sustainable development exemplified, for example, by Beaumari's definition: 'sustainability is situated at the intersection of environmental protection, economic growth and social justice' (2003:72). Despite a general acceptance that sustainable development does indeed call for convergence between the three dimensions of social equity, environmental protection and economic development; clear definition of the concept remains elusive. Giddings et al., (2002) argue that sustainable development being typically represented as the intersection between society, the environment, and the economy serves only to separate rather than to integrate the three dimensions.

This is a line of argument pursued by others (see Connolly 2002) who propose that many representations and analyses of sustainable development, particularly the oversimplified 3 overlapping circles, obscure its inherent complexities. This representation that appears to have been developed in the early to mid-1990s by the International Centre for Local Environmental Initiatives has been both fertile and long-lived. It has been reproduced in its original and variant forms in many policy and educational documents particularly, though not exclusively in relation to Agenda 21.

As an alternative to the overlapping circles shown in figure 2:2 Giddings et al., (2002) propose that a 'nested' model (Figure 2:3) rather than the 'three-ring' model would be more likely to encourage a conceptual outlook that is truly sympathetic to dimensional integration. In presenting their alternative model they recognise that this is another 'very broad-brush' metaphor and that most humans live their lives in all three areas, often without sharp distinctions in thought or practice. It is interesting to note that the economy and, possibly, development is central to this perspective however, the authors argue that this approach to modelling sustainable development recognises that the economy is dependent upon society and that both are dependent upon the environment.



Figure 2:3 Nested Model of Sustainability Giddings et al., (2002:192)

In addition to consideration of the debates regarding conceptual representation of sustainable development, the work of Lele (1991) provides insight to recognition and consideration of the semantic complexity of the term. Reflecting the nature of the global debates of the late nineteen eighties, in his examination of the various uses and interpretations of the term 'sustainable development' within the broad sustainability literature the author highlights the problem of the it being used interchangeably with 'ecologically sustainable' or 'environmentally sound development'. By contrast, in his findings he identifies simpler interpretations such as 'sustained growth', 'sustained change' or simply 'successful' development. Lele suggests that interpretational problems though ultimately conceptual, have some semantic roots, which he attempts to explain in figure 2:5.

Some fifteen years later, Glavic & Lukman (2007) in their analysis of sustainability terms and their definitions, illustrate the growth in complexity of the sustainability vocabulary within an estimated twenty-year period. To avoid contradiction in its use in the mainstream, in 1991, Lele's work called for a more precise definition of sustainable development, its vocabulary and its conceptual underpinnings.

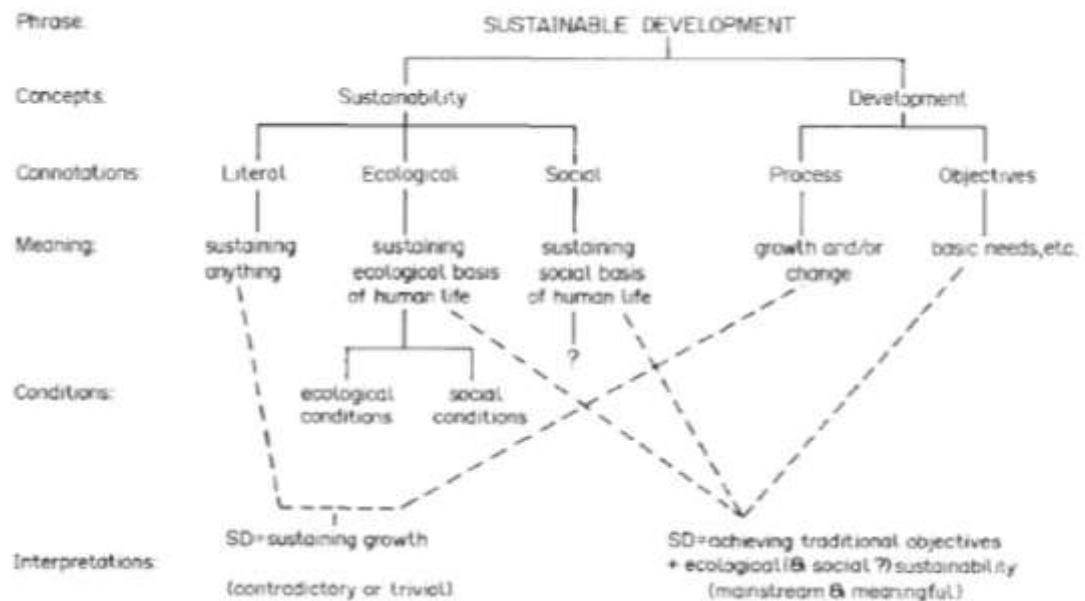


Figure 2:4 The Semantics of Sustainable Development Lele (1991:608)

By 2007, Glavic & Lukman were claiming that clarity in the use of sustainability related terms, their definitions and interconnections were crucial for understanding and for better communication in the process of moving our societies toward sustainable development. Much of this research was devoted to a survey of literature and Internet sources, comprising the terms and definitions associated with the sustainable development field. Therefore, the terminology is based upon usage within the United Nations Environment Programme (UNEP), the U.S. Environmental Protection Agency (EPA), the European Environmental Agency (EEA), the Organization for Economic Co-operation and Development (OECD), the Journal of Cleaner Production, and others.

To help to demonstrate the urgent need for clarity, the authors sought to clarify the meanings and applications of fifty-one terms and their definitions. Due to their areas of expertise, particular emphasis was given to the environmental engineering field. The relationships among terms, based on semantic similarities and differences, were established. Each term was presented as having its own definition and semantic features, but it was recognised that it was often difficult to isolate individual terms from the others.

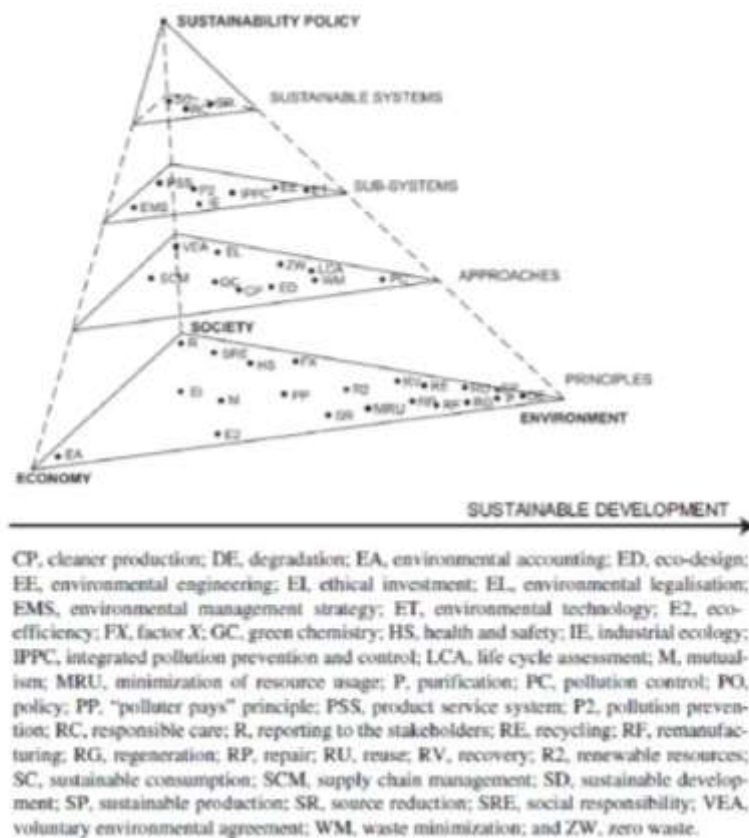


Figure 2:5 Classification of Sustainability Related Terms: Glavic & Lukman (2007:1877)

All the terms were found to form an interconnected system of language. Also, sustainable systems introduce interconnections between environmental protection, economic performance and societal welfare, guided by a political will, and ethical and ecological imperatives.

As suggested by Mebratu (1998) the different interpretations of sustainable development and sustainability would appear to reflect the philosophical or political position of those proposing the definition. Sneddon et al, (2006:86) propose that '*scholars and practitioners embrace the plurality of epistemological and normative perspectives on sustainability*' and recognise the evolving nature of the sustainability concept, its multiple interpretations and the practices associated with it. The suggestion was that by embracing a pluralist outlook, actors might in fact encourage more cohesive and politically effective interpretations of sustainable development.

It is evident that the characteristics of sustainable development make it not only difficult to analyse sustainability, but also to communicate about it. Discussion demonstrates that matters of sustainability will never be addressed from one perspective with respect to

discipline, sector or time (Rotmans, 1998). The inherent complexity of the sustainability concept both conceptually and semantically is implicit.

2.1.4 The Emergence of Sustainable Consumption

In the preface to his report, Gro Harlem Brundtland insisted that the changes in attitudes, in social values, and in aspirations required to support sustainable development would depend on vast campaigns of education, debate and public participation (WCED, 1987, p. xiv; Sneddon et al., 2006). This has given rise to the burgeoning of sustainable consumption as a discourse and a field of enquiry (Pepper et al., 2009) which considers, among others, the subjects of consumer economics, anthropology, psychology, sociology, and marketing (Princen et al., 2002; Reisch and Röpke, 2004; Jackson, 2005).

This rapidly growing body of research was stimulated by the 1992 Rio Summit which laid the foundations for the global institutionalisation of sustainable development in 'Agenda 21'; which proclaimed that *'the major cause of the continued deterioration of the global environment are the unsustainable patterns of consumption and production, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances'* (UNCED 1992:42). Following a recommendation in Agenda 21, the UN General Assembly created the Commission on Sustainable development (CSD). Since the creation of the CSD in 1992, civil society organizations, including NGOs and business, have been represented by nine major group sectors; Business & Industry, Children & Youth, Farmers, Indigenous Peoples, Local Authorities, NGO's, Scientific & Technological Community, Women and finally Workers & Trades Unions, with the overall purpose of informing the Commission's decision-making processes. In reviewing Agenda 21, its main feature however is that, it recommends that those who are not familiar with such approaches "improve the understanding of sustainable development economics" (United Nations Conference on Environment and Development, 1992, sec. 8.37). The commission encourages "institutions of higher learning to review their curricula and strengthen studies in sustainable development economics" (United Nations Conference on Environment and Development, 1992, sec. 8.38).

A key feature of Brundtland (1987), Agenda 21 (1992) and the Johannesburg 10 year framework of programmes (2002) is the emphasis placed upon governments to engage the consumer in awareness raising activities. The outcomes of Rio+20 2012 recognise that limited progress in undertaking a formal process of mainstreaming sustainable consumption and production (SCP) into wider policies, strategies and initiatives. The

mainstreaming of SCP should initiate the development of a broader mainstreaming effort, bringing sustainable consumption out of its niche and into the mainstream.

Chapter 3 of the Johannesburg Plan of Implementation (JPOI) was devoted to “Changing Unsustainable Patterns of Consumption and Production” and declared “fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. All countries should promote sustainable consumption and production (SCP) patterns”. The plan called for the development of a 10-Year Framework of Programmes (10 YFP) to accelerate the shift towards sustainable consumption and production, and to promote social and economic development within the carrying capacity of ecosystems by de-linking, or de-coupling, economic growth from environmental degradation. The Marrakech Process responds to this call of the JPOI by supporting the implementation of SCP programmes, projects and policies, and helping to construct the 10 YFP.

The key principles of SCP

1. Improving quality of life without increasing environmental degradation, and without compromising the resource needs of future generations.
2. Decoupling economic growth from environmental degradation by:

reducing material / energy intensity of current economic activities, and reducing emissions and waste from extraction, production, consumption and disposal; and promoting a shift of consumption patterns towards groups of goods and services with lower energy and material intensity without compromising quality of life.
3. Applying life-cycle thinking, which considers the impacts from all lifecycle stages of production and consumption process.
4. Guarding against the rebound effect, where efficiency gains are cancelled out by resulting increases in consumption.

Table 2:2 The key principles of SCP UNEP (2011)

Adapted from : European Topic Centre on Sustainable Consumption and Production:

<http://scp.eionet.europa.eu/themes/scp>

SCP involves achieving economic growth while respecting environmental limits, finding ways to minimize damage to the natural environment and making use of the Earth's resources in a sustainable way. SCP also has the potential to contribute to reducing environmental risks by protecting ecosystem services. By 2008 more than 30 countries had developed or were in the process of developing national SCP programmes (UNEP 2009).

The evidence of consumption impacts were seen in urbanisation in developed countries which placed pressure on global resources; in the affluence high-income countries which had become characterised by a steady increase, in the average ecological footprint per person from 3.5 global hectares in the early 1960s to roughly 6 global hectares. Sustainable consumption became the umbrella term for matters of production and consumption that were related to human needs, equity, quality of life, resource efficiency, waste minimisation, life cycle thinking, consumer health and safety, consumer sovereignty. This in turn meant that in its broadest sense, sustainable consumption called for the renegotiation of major societal conventions and institutions. (Mont and Plepys, 2008)

At the 2002 World Summit on Sustainable Development (WSSD) in Johannesburg, concerns about limited international action to combat the impacts of unsustainable consumption and production led to a call for the development of a 10-Year Framework of Programmes (10YFP) specified in the Johannesburg Plan of Implementation. The negotiations at the WSSD demonstrated a major shift in the perception of sustainable development, perhaps for the first time, away from environmental issues toward social and economic development. Recognition perhaps that while environmental concern and more specifically climate change is certainly one manifestation of the broader challenge of sustainable development, the scale and complexity of the broader sustainability challenge means that it cannot be adequately addressed in the confines of the climate change agenda. This shift was driven by the needs of the developing countries, strongly influenced by the Millennium Development Goals and served as a reminder of the Agenda 21 proclamation that “the major cause of the continued deterioration of the global environment are the unsustainable patterns of consumption and production, particularly in industrialized countries, which is a matter of grave concern, aggravating poverty and imbalances”.

2.1.5 Mainstreaming Sustainable Consumption and Production

The Marrakech Process was initiated to support the implementation of sustainable consumption and production (SCP) projects via the achievement of eight Millennium Development Goals (MDGs). While many of the MDGs were targets to address poverty, a number were devised to “...accelerate a shift towards sustainable consumption and production...thus promoting social and economic development within the carrying capacity of ecosystems by de-linking economic growth from environmental degradation.” UNEP (2009, p.1). Whilst policy instruments for sustainable consumption were first created in the 1970s, SC policy making intensified via the Marrakech Process. Through voluntary initiatives led by governments in cooperation with multi-stakeholder partners from both developing and developed countries - seven Task Forces were served with a remit to focus upon seven key areas of progress under four themes of activity;

Sector-focused Task Forces emphasised research and development in the areas of:
Sustainable Buildings & Construction and

- Sustainable Tourism

Policy tools and programmes emphasised development in relation to

- Sustainable Products and
- Sustainable Public Procurement

A Regional focussed Task Force emphasised development in:

- Cooperation with Africa

and, most pertinent to this thesis, a Task Force that focussed upon

Social & behavioural issues led activities which developed insight and policy to inform:

- Sustainable Lifestyles and
- Education for Sustainable Consumption
(UNEP,2011)

Author

Publication & Source

UNPEI (2007)	Guidance Note on Environmental Mainstreaming into National Development Planning. UNDP/UNEP Poverty-Environment Facility, Nairobi http://www.unpei.org/Meetings-Events/guidance-mainstreaming.asp
UNPEI (2008)	Making the Economic Case: A Primer on the Economic Arguments for Mainstreaming Poverty-Environment Linkages into National Development Planning. UNDP-UNEP Poverty-Environment Initiative, Nairobi http://www.unpei.org/News/indexhomenews.asp
UNDP (2008)	Generic Guidelines for Mainstreaming Drylands Issues into National Development Frameworks. First edition, United Nations Development Programme, Nairobi, October 2008 http://www.undp.org/drylands/docs/publications/Guidelines_Lesson_Learned_for_Mainstreaming_Drylands.pdf
UNPEI (2009) Practitioners, UNDP-UNEP Poverty-Environment Initiative, Nairobi	Mainstreaming Poverty-Environment Linkages into Development Planning: A Handbook for http://www.rona.unep.org/documents/partnerships/SCP/MainstreamingSCPintoDevPlanning[1].pdf
UNEP (2009)	Mainstreaming Sustainable Consumption and Production and Resource Efficiency into Development Planning http://www.rona.unep.org/documents/partnerships/SCP/MainstreamingSCPintoDevPlanning[1].pdf
Commission of European Communities (CEC) (2009)	Mainstreaming Sustainable development in EU Policies: 2009 Review of the European Union Strategy for Sustainable development http://aei.pitt.edu/42725/
European Commission (2009)	Guidelines on the Integration of Environment and Climate Change in Development Cooperation, Luxembourg: European Union Publications office http://ec.europa.eu/europeaid/infopoint/publications/europeaid/documents/172a_en.pdf
Federal Public Service Social Security (2010)	STRENGTHENING SOCIAL MAINSTREAMING IN THE EU: Round up of discussions on social impact assessment during the Belgian Presidency of the Council of the European Union http://www.socialsecurity.fgov.be/eu/docs/horizontal_social_clause.pdf
UNEP 2011	Marrakech Process Progress Report
UK Sustainable Development Commission (2011)	Governing for the Future - The opportunities for mainstreaming sustainable development http://www.sustainable-development-commission.org.uk/data/files/publications/SUSTAINABLE_DEVELOPMENT_C_SUSTAINABLE_DEVELOPMENT_Guide_2011_2.pdf

Table 2:3 The emergence of 'mainstreaming' in global & national policy documents

Reflecting upon the progress of the MDGs and claiming that environmental assets were fundamental to sustainable development and sustainable lifestyles, in 2007, the International Institute for Environment and Development (IIED) launched an initiative to produce a 'User Guide to Environmental Mainstreaming' covering strategies, tools and tactics for mainstreaming (or integrating) environment into development decision making and institutions (Dalal-Clayton & Bass, 2009:9). Calling for an accelerated effort to mainstream environmental concerns (Dalal-Clayton & Bass, 2009:16), the authors placed the concept of mainstreaming firmly on the sustainability agenda. They provided evidence of a growing body of literature calling for and proposing mainstreaming in relation to a range of environmental issues (Seymour, Maurer & Quiroga, 2005; Petersen & Huntley, 2005; MetaMeta Management & Overseas Development Institute, 2006; Soussan, 2007; Kok & de Connick, 2007; UNDP, 2007; UNDP-UNEP PEI, 2008; UNEP, 2009; UNPEI 2009).

Informed by the work of the IIED, in 2009, the United Nations Environment Programme (UNEP) emphasised the relevance of "mainstreaming" to the SCP discourse through the publication "Mainstreaming Sustainable Consumption & Production and Resource Efficiency into Development Planning". This document was produced to illustrate ways to integrate SCP approaches and tools into wider policies, strategies and initiatives (UNEP 2009:1). In preparation for Rio2012, the 2011 Marrakech Process Progress Report, reinforced the need to "mainstream" and accelerate the shift towards SCP patterns. The document states that this "requires mainstreaming SCP objectives beyond environment ministries into those of industry, finance, economics and specific sectors" (UNEP, 2011:99). Perhaps for the first time in global policy documents, the UNEP firmly proposed that "sustainable lifestyles" should not be perceived as a niche concept, but should be emphasised and become central to mainstream thinking (UNEP, 2011:44). From 2007 onwards, the theme of mainstreaming appears in a range of UN policy documents and in EU and National Policy documents (see Table 2.3).

The mainstreaming discourse though borne out of evidence for the need to integrate sustainability thinking, within and across organisations and institutions, emerged as a critical factor for debate within specific contexts and dimensions of sustainable consumption. In the same period, a body of academic literature began to emerge that explored the concept of mainstreaming in relation to a broad set of sustainability related matters. This covered the move of Fair Trade products from niche to mainstream markets (Low & Davenport, 2005; Low & Davenport 2006; Ozcaglar-Toulouse & Shiu, 2006; Hira & Ferrie, 2006; Moore, Gibbon, & Slack, 2006; Shaw et al, 2006; Tallontire, 2006; Doherty & Tranchell, 2007) provenance product labelling (Hartlieb & Jones, 2009) the

mainstreaming of the sustainable development concept (Alexander, Hope & Degg, 2007; Lehtonen (2008), McGee, Partridge & Carrard (2008) and the influence of mainstream media on sustainable lifestyles (Lewis, 2008)

In 'The Future We Want' (UN, 2012) the outcomes of the 2012 Rio+20 Summit are presented as a wide-ranging set of commitments to the global sustainability agenda and the MDGs. Alongside the reaffirmation of previous international commitments and the renewing of global priorities, governments re-registered their commitment to the development of a 10year sustainable consumption and production (SCP) programme. In doing so, they recorded the need to "*further mainstream sustainable develop at all levels, integrating economic, social and environmental aspects [to recognise] their inter linkages, [in order] to achieve sustainable development in all its dimensions*" (UN, 2012 p.2).

2.1.6 Recognising the Communications Problem

It is evident that the debates related to sustainable development are varied, rich and, one could argue, have reached a matured state (Newig, et al., 2013). However, while prominent in the nineteen nineties (de Young, 1993; 1998), the aspect of communication as a critical factor in achieving sustainable development and the mainstreaming of SCP has in recent years attracted renewed attention (Godemann & Nicholson, 2011; Markula & Moisander, 2012; Hassan et al, 2013;).

It is widely agreed in the academic and sustainable development policy literature that issues related to the concept of sustainable consumption are complex and framed by an element of uncertainty in terms of their definition (Berg, 2010, Newig, et al., 2013; UNEP 2016). In addition, it is recognised that a shared understanding of the terms used to define sustainability and sustainable consumption, and those used to describe the connections between related concepts, is crucial in developing public understanding and for better communication in the process of mainstreaming and moving consumers toward their participation in aspects of sustainable development and more sustainable lifestyles. (Costanza and Patten, 1995; Glavic and Luckman, 2007; Newig, et al., 2013; Brown, 2013; UNEP, 2016)

Authors such as Glavic & Luckman (2007) Jabareen (2008), Nambier & Chitty (2014) and most recently, Luckman et al., (2016), joined Grosskurth & Rotman (2005) in their recommendations that a well-structured and transparent approach to representing the elements of sustainability and their interactions, is a necessary precondition for the communication of sustainability and its related issues (p:138). Nambier & Chitty (2014)

respond to Jallow's (2008) call to acknowledge that confusion surrounding the concept of sustainability presents a serious challenge to organisational Corporate Social Responsibility (CSR). As already discussed, in the review of sustainability terms used within the environmental engineering field alone, Glavic & Lukman (2007) sought to clarify the meanings and applications of fifty-one terms and their definitions. Their findings suggest that each of the terms analysed had its own definition and semantic features, but was difficult to isolate from other terms. These authors propose that an appreciation of the interconnections of sustainability related terms, and their semantic meanings, is crucial for understanding and for better communication in the process of moving societies toward sustainable development. This same proposal has been made within the specific context of ethical fashion by authors such as Reimers et al., (2016) Markula & Moisander (2012) and Thomas (2008). In 2016, Luckman et al., (2016) draw our attention to the emergence of new terms which extend the consideration of communication and according to the authors, are best understood through the development of a hierarchical system of classification (p.141).

It is perceived by the UN that the provision of accurate information about the social and environmental impacts of consumer products is indeed a critical factor in driving consumers towards sustainable product choices and drive an increase in sustainable production. As discussed previously, the UN's 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) borne out of the MDGs, is the framework of action that was devised to accelerate the shift towards sustainable consumption, in both developed and developing countries (Akenji and Bengtsson, 2014). In September 2015, the UN. revised the Millennium Development Goals and announced their replacement with a set of new global seventeen Sustainable Development Goals. This new agenda builds on the Millennium Development Goals and seeks to complete what these did not achieve. Coming into effect on 1 January 2016, the goals were published with 169 associated targets. The new goals and targets will and will guide the decisions we take over the next fifteen years on the road to 2030. Critically, the new SDGs emphasise communication under goal 12.8 to 'ensure that by 2030, people everywhere have the relevant information and awareness for sustainable development and sustainable lifestyles' (UN, 2015).

Target 12.1 and Indicator 12.1.1 listed below, illustrate renewed clarity in the implementation of the 10yr framework of programmes and the global prioritisation of mainstreaming national action for SCP.

- **Target 12.1**

Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the

lead, taking into account the development and capabilities of developing countries

- **Indicator 12.1.1**

Number of countries with sustainable consumption and production (SCP) national action plans or SCP mainstreamed as a priority or a target into national policies

2.2 Communicating Sustainable Development: the efforts

2.2.1 Global Policy Development

Led by Germany, Indonesia, and Consumers International, the UN's Consumer Information Programme for Sustainable Consumption and Production (CI-SCP) unites governments, international organisations, NGOs and the private sector to develop and provide research and information on goods and services. This research and information is collated to offer support for national and sector policy development to support the engagement of consumers in sustainable consumption with the intention of making it easier for them to act on their sustainability intentions. The CI-SCP encourages collaboration between all stakeholders to both raise the profile of existing initiatives and identify and implement new policies, projects, and partnerships to enable the mainstreaming of SCP.

The 10YFP Programme on Consumer Information seeks to engage all stakeholders in product supply chains, to encourage collective action for SCP. This includes:

- **Businesses:** to use evidence and consumer demand to identify and reduce negative impacts of goods and services on the environment and supply chain workers, and to provide reliable consumer information
- **Retailers:** to voluntarily commit to promoting more sustainable products, providing better information to consumers and reducing negative environmental and social impacts over their supply chains.
- **Governments:** to stimulate the development of operating markets for sustainable products, and the use of information tools including labels and other incentives to foster sustainable consumption.
- **Consumers and consumer associations:** to call for and ensure that relevant, transparent and reliable information on the sustainability of goods and services is available to facilitate purchasing decisions.

(<http://www.unep.org/10yfp/programmes/consumer-information>)

Table 2.4 lists a small sample to indicate some of the most recent publications that are freely accessible by governments, researchers, retailers and consumers.

2013 (UNE)	Redefining Ecolabels to Improve Sustainability and Trade in Developing Countries: Lessons learned and recommendations from a UNEP project http://www.scpclearinghouse.org/consumer-information-scp/portfolio-work?type=resources
2015 (UNE)	Product Sustainability Information: State of Play and Way Forward http://www.scpclearinghouse.org/consumer-information-scp/portfolio-work?type=resources
2017 (UNEP)	Consuming Differently, Consuming Sustainably: Behavioural Insights for Policymaking http://www.scpclearinghouse.org/consumer-information-scp/portfolio-work?type=resources
2017 (UNE & International Trade Centre)	Guidelines for providing product sustainability information http://www.scpclearinghouse.org/consumer-information-scp/portfolio-work?tid=305&type=resources

Table 2:4 UN support materials for global policy development CI-SCP

Under the programme, consumer information is defined as ‘any tools or systems that seek to guide consumers to make more sustainable choices about goods and services (products), including in their use and end of life phase’ (UN, 2015). It is clearly stated that this information takes the form of ‘labels on products; advertising, marketing, and public and third sector awareness-raising campaigns’. This also includes communications between peers via social media or family and friend networks. Information is considered in all its forms of presentation; ecolabels, voluntary standards, product declarations, ratings, marketing claims, foot printing, life-cycle assessments, etc. and any other way of communicating with consumers on environmental and social issues connected to products (UN, 2015).

The UN, through the CI-SCP emphasises the fact that consumers remain unable to make informed choices, or simply do not act according to their intentions. Research indicates that some of the key reasons stated for this include the proliferation of labels and standards, a lack of transparency and, in alignment with the focus of the present research, incomplete or unreliable information (UN, 2015).

The focus of the CI-SCP is to guide and support a process of change in consumer behaviour and to enable the development of SCP. Materials that have been produced by the UN via the Marrakesh Process recognise that the provision of information does not

necessarily lead to behavioural change. The CI-SCP strives to apply 'behavioural science', to consider and to develop understanding of how consumers process, respond to, and share information. Key to all work is an emphasis upon attempts to identify and understand the drivers that lead from consumer awareness to consumer action.

2.2.2 Behaviour Change

Some of the most recent events and documents developed to support policy making in the area of behaviour change are shown in Table 2.5.

2008 (EU)	The World. European Union portal for Behavioural Insights and 2008 Conference on "how can behavioural economics improve policies affecting consumers?"	Many areas of public policy increasingly seek to shape and influence the behaviour of consumers or to empower them to make better choices. For example, at the European level, consumer behaviour is central to the debate over nutritional and environmental labelling, sustainable consumption, bank account switching, consumer contract law, alcohol and tobacco policy, energy and mobile telephone regulation.
2014 (EC)	Mont O, Lehner M, Heiskanen E. Nudging: A tool for sustainable behaviour? 2014	This report was produced by the Swedish Environmental Protection Agency (Swedish EPA) in to collect existing knowledge about the effects of behavioural interventions (i.e.nudging") on consumption and the environment.
2014 (EC)	Influences on consumer behaviour Policy implications beyond nudging http://ec.europa.eu/environment/enveco/economics_policy/pdf/Behaviour%20Policy%20Brief.pdf	The scientific literature research on the influences on individual actions is highly relevant to this second group of policy, particularly on: the design of policies and mixes of policies to be effective, or more effective; and the potential scope and limits of policy action attempting to change behaviours;
2015. (OECD)	Behavioural and Experimental Economics for Environmental Policy (BEEP) http://www.oecd.org/gov/regulatorypolicy/behavioural-insights.htm	The OECD Environment Directorate has launched a new project to use scientific insights from behavioural economics to improve environmental policy. The OECD also has a portal and web page that is include OECD work on Behavioural Insights
2017 (UNEP)	Consuming Differently, consuming differently: Behavioural insights for policy making http://www.scpclearinghouse.org/sites/default/files/behavioral_insights_consuming_differently_consuming_sustainably-2.pdf	The objective of this publication is to shed light on opportunities to strengthen the effectiveness of policies for sustainable consumption in both developed and developing countries. The publication provides evidence-based insights from behavioural science, detailing five key behavioural barriers to sustainable consumption. It also includes concrete examples of how behavioural science has been successfully coupled with policy to cost-effectively achieve sustainable consumption.

Table 2:5 UN support materials for behaviour change

Reporting to the UK's Sustainable Development Research Network in 2005, Jackson (2005) presented an extensive theoretical review of the evidence on consumer behaviour

and behavioural change. It is clear in this document that the task to move mainstream consumer behaviours towards sustainable consumption is complex for a variety of reasons. Not least because of the implicit complexities of both the nature of sustainable consumption and the nature of consumer behaviour (Kollmus & Agyeman 2002; Jackson, 2003; *ibid*, 2005; *ibid*, 2009; Jackson & Michaelis, 2003; Moisander, 2007; *ibid*, 2002; Mont & Power, 2009; Pepper, 2009; Kollandai-Matchet, 2009; Barnett et al, 2011; Papaoikonomou et al, 2011; Pecaro, 2013, European Commission, 2014; UNEP, 2016). In considering the span of time since the production of Jackson's seminal text, the complexities of behaviour change become apparent. Over a decade later, the UN's latest text continues to publish insights to the barriers to change in consumer behaviours.

It is evident that in terms of offering guidance, UN policy development has been guided by the 'rational choice' model of consumer behaviour. This approach assumes that prior to making a purchase decision, consumers deliberate the costs and benefits of various courses of action before making a final decision, the decision that maximises their expected benefits (UNEP, 2017; Jackson, 2005). It is evident that this approach to considering behaviour assumes that all decisions are a process of conscious deliberation. This does not account for the 'mental short cuts' that are more naturally made through, for example, the conventions of habit, routines or social norms. It is widely accepted that habits and routines often undermine our best intentions to change and instead lead to 'behavioural lock-in' (Jackson, 2005)

Models of behaviour that are most prevalent in the literature that considers behaviour change within the context of ethical or environmental products are those that consider the internal antecedents of behaviour such as values, attitudes and intentions (European Commission, 2014) though it is recognised that the consideration of both internal and external factors of influence is critical to fully understanding how to influence behaviour change. Research that is informed by the analysis of values, attitudes and intentions repeatedly confirms that few consumers purchase ethical products despite their claims of concern for ethical or environmental issues; ethical intentions rarely lead to ethically informed consumer action (Cowe and Williams, 2000; Carrigan et al., 2011, Rothenburg and Mathews, 2016). This phenomenon is recognised as the attitude-behaviour gap (Auger and Devinney, 2007).

2.2.2.1 Attitude behaviour gap

While not unique to ethical consumption, it has long been recognised that attitudes and similarly other individual traits, are poor predictors of specific consumer behaviours (Ajzen,

1991). The theory of planned behaviour (Ajzen, 1985, 1987) suggests that attitudes toward the behaviour, subjective norm, and perceived behavioural control all impact intentions, which can then predict behaviour in a specific context. Ajzen (1991) explains that an *attitude* towards a behaviour is the extent to which the behaviour being considered is likely to be favourable or unfavourable to the consumer. The *subjective norm* refers to the extent to which the consumer perceives any social pressure to carry out or not carry out the behaviour and *control* refers to the extent to which the consumer perceives the ease of carrying out the behaviour.

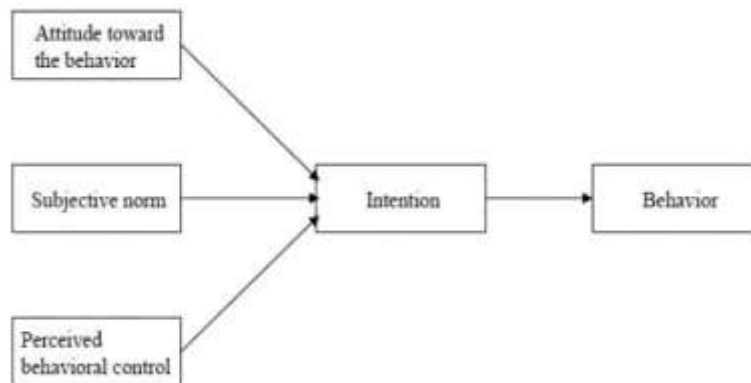


Figure 2.6 Theory of planned behaviour Ajzen (1991)

What is not considered in this model of behaviour are the antecedents to attitude formation, the situations that influence the subjective norm or the situations that influence the perceptions of control. Within the context of the focus of the present study, the concept of the knowledge to action gap would appear to provide some insight to the nature of the antecedents to attitude formation. Markulla and Moisander (2012) in considering the limits to the positive effects of policy development draw attention to ‘a disquieting “knowledge-to-action” which persists as in consumers’ ability to translate the available information into practice (Pape et al. 2011; Valor 2008).

2.2.3 National (UK) Policy Development

Post Johannesburg summit, 2002, Governments had been urged to “...*accelerate a shift towards sustainable consumption and production*” with The Marrakech Process established to support the implementation of SCP projects (UNEPa, 2004; UNEPb, 2008; UNEPc e, 2008; UNEPd c, 2008; UNEPe; 200?). In response, all UK retailers were encouraged by the UK Government to improve their participation in the sustainable consumption and production agenda (British Retail Consortium, 2001; Sustainable Development Commission, 2002a; Sustainable Development Commission, 2002b; British Retail Consortium, 2006; Sustainable Development Commission, 2007a; Forum for the Future, 2007; Sustainable Development Commission, 2007b; Sustainable Development

Commission, 2007c). This was the first major global and national effort to drive a shift in the behaviour of the wider public and sector level practice. It was proposed, that information was indeed key to the development of knowledge that would lead to consumers changing shopping practices and their product choices (COI & DEFRA, 2005; Sustainable Development Commission, 2007d; Sustainable Development Commission, 2008; Sustainable Development Commission, 2009; Thorgesen, 2005; Valor, 2008).

Appendix 1.2 and 1.3 and 1.4 illustrate the scale of the efforts to address behaviour change in the UK. The Sustainable Development Commission (2002) were central to behaviour change strategy with campaigns such as 'Going for Green' and 'Are you Doing Your Bit'. In each of these campaigns individuals were expected to assimilate information and learn about how to be a responsible consumer in their everyday lives through more consideration of water and energy use, or the consumption of particular products marked out as more sustainable by the presence of particular 'ecolabels' (Hinton & Goodman, 2009). Despite attempts at awareness raising, there was limited success in behaviour change (Hounsham, 2006).

In 2005 the UK government published the 'Securing the Future' report, which set out a strategic framework to deliver goals 'building up knowledge and the capacity needed to drive improvements in product markets and reducing the environmental impacts of everyday products across their life cycle'. In the outcome of the UK's Roundtable on Sustainable Consumption, the report, *I Will If You Will: Towards Sustainable Consumption* (SDC, 2006), proposed the development of a standard social marketing approach to promoting particular behaviour change goals, which ultimately informed DEFRA's 2008 *A Framework for Pro-Environmental Behaviours* (Defra 2008a).

This framework identified five particular behavioural goals associated with SC (personal, transport, waste, energy, water and consumption of products) and proposed consideration of the public be framed by seven segments according to their ability and willingness to act on these issues. While this approach recognised that the public and their everyday practices were not in fact a homogenous mass, the information deficit approach continued to frame communication efforts (Hinton and Goodman, 2009) with little consideration of how the communications were interpreted.

2.2.4 Sector Response: Fashion Retail

The role of the British Retail Commission, (BRC) was to provide all retailers with the knowledge, experience and tools to address those issues over which they were perceived to have control and influence. 'Towards Retail Sustainability', the BRC's strategy on

sustainable development, was launched in November 2001. The Update Report (2006) summarised the progress that the BRC has made in implementing the strategy since its inception. (see Appendix 1.5 for an overview of sector policy development)

Within the context of fashion and clothing, in 2004 the BRC launched a Chemicals Toolkit, which helped retailers to identify and prioritise reduction in the use of 'risky' chemicals in consumer products and forged close working relations with the Waste & Resources Action Programme (WRAP), which resulted in a number of operational best practice guides. These considered the development of communication campaigns to explain the importance of individual actions. This was to be couched in in a positive terms to increase the general level of awareness among customers and educate the consumer towards a more engaged behaviours and programmes that would enable the customer to 'experience' the sustainable choices through, for example, the option of using recyclable bags. Emphasis was placed upon the promotion of sustainable consumption through the frame of a 'better quality of life' rather than messages that would elicit feelings of guilt among consumers

Additionally, the BRC established the Ethical Fashion Stakeholder Group. The first Ethical Fashion Stakeholder Workshop (BSI, 2006), was held in 2006 to establish an initiative to encourage growth in the UK's ethical fashion sector. The workshop provided the forum to discuss industry best practices, common mechanisms for tackling the pressing issues of sustainable development and a communal strategy for strengthening the ethical fashion market. An outcome of the workshop, which was attended by senior retail figures, was a list of the perceived 'blockers' and 'enablers' to growth. As might be expected, amongst the list of 'blockers' were communication, lack of consumer communication, lack of awareness within the industry, consumers' lack of awareness and a lack of consumer demand due to a perceived lack of education and awareness. It was proposed that some of the key 'enablers' for growth in the ethical fashion market were the media, a clear proposition to consumers, mainstream press and media coverage, and improved media communications in order to raise public awareness (BSI, 2006).

The sustainable clothing roadmap was launched by DEFRA in 2007, with the aim of improving the sustainability of clothing across its lifecycle, from the crops that are grown to make the fabrics, to the design and manufacture of the garment, retail, use and end of life. Led by DEFRA, the sustainable clothing roadmap had a wide remit to ensure that the relevant data was gathered to ensure that concept of sustainable clothing was understood in its fullest sense. This included consumer data which served to explore the extent to which consumers understood clothing related issues. It assessed the effectiveness of existing

interventions to improve the sustainability performance of clothing and made recommendations on where UK interventions could make a significant improvement.

More recently working groups within the Sustainable Clothing Action Plan have come to focus with more depth upon consumer behaviour. During the WRAP's 'SCAP: Challenging Your Thinking' meeting in March 2015, consumer behaviour working group include research into consumer acquisition and purchasing decisions, new business models (rental, sharing etc.), the in use phase of garment consumption (laundry, repair etc.) and the discarding phase and reducing the impacts of these elements. One of the group's main outputs has been the Love Your Clothes website, targeted directly at raising awareness amongst consumers of the value of clothes. The site provides consumers with information on how to make clothes last longer, reduce the impact of the use phase, dispose of unwanted clothes responsibly and make the most of what is already in their wardrobes. While Morley et al. (2009) recommended targeting lower socio-demographic households to obtain a higher yield of textiles, given their propensity to discard cheaper clothes more often, neither WRAP nor SCAP have expressed consideration of how to drive the mainstream consumer to the information nor developed sufficient insight as to how this information is interpreted or used as an antecedent to attitude formation

2.3 Chapter Summary:

It is widely agreed in the academic and sustainable development policy literature that issues related to the concept of sustainable consumption are complex and framed by an element of uncertainty in terms of their definition (Berg, 2010, Newig, et al., 2013). In addition, it is recognised that a shared understanding of the terms used to define sustainability and sustainable consumption, and those used to describe the connections between related concepts, is crucial in developing public understanding and for better communication in the process of mainstreaming and moving consumers toward their participation in aspects of sustainable development and more sustainable lifestyles. (Costanza and Patten, 1995; Glavik and Luckman, 2007; Newig, et al., 2013; Brown, 2013)

The growing recognition that the mainstreaming of sustainable development presupposes public policy to tackle consumption patterns raises a number of questions: How effective are the existing policy instruments? The key objective of the Marrakech Process is to promote the development of policies, programmes and projects, providing support for governments, the private sector and others who need strengthened capacity to implement national or regional SCP activities. Whilst policy instruments for sustainable consumption

were first created in the 1970s, SC policy making intensified since the “Marrakech process” was launched by the UN in 2003.

The development of eco-labels featured in both international and domestic policy as important means of guiding individuals to consume more sustainable products, (Hinton & Goodman, 2009). In providing information about the ‘sustainable’, ‘ethical’ or ‘green’ credentials of a product it was assumed that consumers would learn that the values embedded in a particular ‘unsustainable’ product conflict with their own broader environmental and social values, (Goodman & Goodman 2001). This emphasis upon relying upon information campaigns to affect a change in consumer behaviour is commonly referred to as the ‘information deficit model’ of communication. This approach to communication assumes that audiences or consumers are rational decision makers and that consumption decisions are based upon the content of available information (Moser and Dilling, 2010). This is known to ignore the often unequal structural, institutional and cultural frameworks within which we make our consumption decisions (Hinton and Goodman, 2009) and it assumes that information alone is sufficient to affect behavioural change. Dolan (2002) suggests that in placing individuals and the information deficit model at the heart of policy efforts, the act of consumption as an everyday practice is de-contextualised and devoid of the consideration of the wider social, cultural, and economic contexts of consumption (Michaelis 2003).

3 Fashion Behaviours

Introduction

Research suggests that during the peak of ethical fashion's media exposure, between 2006 and 2008, there was not a lack of information but a lack of accessibility and an excess of complexity in its presentation (Berry and McEachern, 2006; Beard, 2008; Thomas 2008; Fisher, et al., 2009; Markkula and Moisander, 2012; Carey, et al., 2014). Research also suggests that as concerns regarding limited consumer engagement with sustainable development have risen, the literature in sustainability related communication has extended (Godemann and Nicholson, 2011). This is evident in the areas of corporate sustainability communication (Nambier and Chitty, 2014) climate change communication (Moser, 2011) and communication for sustainable consumption (Godemann, 2011, Ott, et al., 2011), an interest that is also evident in the wider fashion context (Davies, et al., 2012; Ethical Fashion Forum, 2013; Hassan, et al., 2013; McNeill and Moore, 2015; Harris et al., 2016; Reimers et al., 2016; Rothenburg and Matthews, 2017).

Within the context of ethical fashion, Beard (2008, p:450) proposed that it is *'the phraseology in the debates surrounding eco-fashion that is at the root of confusion, not only for fashion consumers, but also for the firms that wish to sell fashion items to them.'* In the same year, Thomas (2008) proposed that analysis of the lexicon of ethical fashion was uncharted territory. It was clear to Thomas that the fashion industry was beginning to recognise that precise information relating to the terms of sustainable fashion was difficult to establish. Drawing attention to the research and marketing company 'Cotton Incorporated', Thomas exposed their experience of mainstream consumers; when unable to differentiate between green marketing vocabulary, they simply stopped looking. Cotton Incorporated (2007) refer to this phenomenon as 'green blur' proposing that 'at this stage...mainstream consumers are still in the learning process, educating themselves on a multitude of terms and trying to understand the benefits of one fibre or marketing philosophy over another'. Despite the optimism that these messages would eventually become clearer in the minds of mainstream consumers and enable informed sustainable apparel choices, fashion consumer research conducted in more recent years (Markkula & Moisander, 2012; Hassan et al., 2013; Reimers et al., 2016) suggests that, even for the proactive ethical/eco conscious consumer, the discursive confusion surrounding the ethical fashion concept leads to consumer uncertainty which, in turn, affects consumer behaviour.

3.1 Communicating Ethical Fashion

Reporting on the period 2006-2008, The Co-operative Bank's ethical consumption reports illustrate an almost threefold growth in consumer spending on all ethical goods (The Cooperative Bank, 2007, p.4; 2008, p.3; 2009, p.4). The same period is perceived to be the 'watershed phase' when ethical fashion was seen to have progressed in its potential from being a philanthropic niche to becoming a commercial reality (Beard, 2008, p.452). In February 2009 the global market research organisation, Mintel, questioned whether ethical fashion could in fact break through its niche, proposing that the main impediment to its move into mainstream markets was likely to be consumers' lack of understanding of the related sustainability issues (Mintel 2009a). However, in April of the same year, Mintel reported that sales of ethical clothing had in fact more than quadrupled since 2004 to reach the value of £175 million (Mintel, 2009b); an indication that the sector truly was in its ascendancy and, possibly, an indication that an increasing number of fashion consumers understood and were attracted to the ethical credentials of clothing.

The Co-operative Bank and the Mintel reports suggest that a factor supporting growth in the ethical fashion sector was indeed a general increase in consumer awareness and understanding. During this period, matters relating to ethical purchasing were reported more widely in the UK's mainstream media. In particular, tabloid newspapers and broad sheets gave increasingly more column inches to the reporting of ethical and environmental matters (The Co-operative Bank, 2008). The Centre for Sustainable Fashion (London College of Fashion, 2008) confirms that mainstream media coverage of ethical and environmental issues had increased by 80% in 2007 and that between 2007 and 2008, coverage increased further with a greater number of fashion magazines publishing a green or eco special issue (Candy, 2007; Schulman, 2006; Bevan, 2008). Within the fashion and clothing context, this increase in media exposure was supported by articles presented in weekend colour supplements (Siegle, 2007; Brinton, 2008; Stroud, 2008), tabloid daily newspapers (Davis, 2006; Craik, 2007), fashion magazines such as Red (Pearson, 2008) and Marie-Claire (Portas, 2008) and also in free supermarket magazines such as those produced by Tesco and Asda.

The evidence presented by Mintel and The Cooperative Bank suggests that the media strategy employed by the Ethical Fashion Stakeholder Group was successful in its efforts to strengthen the market. However, during the peak of this media exposure, UK government Department for the Environment, Farming & Rural Affairs (DEFRA) commissioned an investigation into public understanding of sustainable clothing. Contrary to expectation, the findings state that levels of public awareness and understanding of the

sustainability impacts of clothing were in fact low, (Fisher et al, 2008). These findings are consistent with those of the international consumer awareness surveys conducted in the same period by Deloitte (2009) and The Boston Consultancy Group (2009), aligned to the findings of the retail focussed IPSOS Mori Poll (2007) and consistent with the consumer / public communications focus of research carried out by Futerra (2007), the United Nations, UNEP (2004) and the UK's Sustainable Development Commission (2001a, 2001b). The findings of this empirical research carried out over a span of eight years, a) question the suitability of the media as a vehicle for consumer education and behaviour change, b) highlight the complexity of sustainability related media messages and c) emphasise that the general public is frequently confused by the information presented in the media. Invariably this leads to the perception that more information is needed in order to influence behaviour. The author suggests that the sector's enabling activities may have blocked, rather than enabled, a clear ethical fashion proposition to mainstream consumers.

Rather than exercise premature criticism of the Ethical Fashion Stakeholder Group for appearing to ignore a body of insightful and informative empirical work, it is important to recognise an extensive body of academic literature that supports their line of action. Building upon the work of McCracken (1986; 1987; 1989), Hirschmann & Thompson (1997) report that the findings of their research indicate that the non-advertising components of magazines, television and other forms of mass media e.g. editorial, do indeed have more power than advertising to persuade consumers to adopt particular lifestyles. The authors reflect upon a substantial body of literature (Ewan & Ewan, 1982; Miller, 1988; Ogles, 1987; O'Guinn, Faber & Rice, 1985; Schiller, 1989; Hirschmann & Thompson, 1997) and suggest that to ignore the influences of mass media on consumers and their consequent behaviour is to fail to address the significance of the role of the media in shaping the frame of reference by which they interpret meaning from the more specific marketing communications effort. The suggestion is that media and marketing communications share a symbiotic relationship; the media provide the potential to enhance consumer understanding of marketing messages and the potential to guide readers in how to be, for example, socially responsible or ethical consumers. This would appear to be reflected in the claimed media influence upon the growth of the ethical and sustainable foods market within the same period (Hiscott, 2008)

It should be noted however that this position is tempered by the proposal that consumer understanding of the media is an active process of interpretation and production of perceived meaning, rather than passive acceptance of persuasive or informative messages (Fiske & Hartley, 1978; Hall, 1980; Turner, 1992). Hirschmann & Thompson (1997 p.45)

propose that according to this perspective, consumers '*bring to their viewing of mass media vehicles a range of unique personal experiences of socially derived knowledge grounded in their occupation, gender, age, social class and ethnicity*'. This stance challenges the traditional linear communications model (Shannon & Weaver, 1963; Schramm, 1971). When considering success or otherwise in the communication of media or marketing messages, it demands a shift in emphasis from the sender of the message to the receiver of the message. Given the discussion above, this raises questions as to whether the meaning of the ethical fashion message was received as intended or appropriately presented for its intended audience. Consequently, further questions are raised in terms of the profile of the consumer that drove the increase in sales of ethical goods during the period 2006-2009. It is possible that rather than reaching the wider public, the media efforts of the fashion industry served only to reinforce the shopping habits of the already ethically committed or pro-environmental consumer.

The actions of the Ethical Fashion Stakeholder Group in 2006 would suggest that mainstream print media has value in its transformative potential as part of a wider marketing effort (Heath & Chatzidakis, 2012). In keeping with the proposition of Hirshmann & Thompson (1997), specialist, integrated marketing communications literature (Schultz & Kitchen, 2000; Kitchen & Schultz, 2001; Proctor & Kitchen, 2002) argues that, in order to succeed in the postmodern marketing environment, ethical communications messages in particular must be based upon 'outside-in approaches, not about what organisations want to say [inside-out] but what consumers need to hear' in order to understand the messages and for communication to take place (Proctor & Kitchen, 2002, p. 152), a concept more recently supported by Harris et al., (2016). These authors concur that there is a need to pay greater attention to the production of communications that are considerate of appropriate cultural contexts (Hall, 1980) and will appeal to the mind-sets of potential customers. This is a concept that would appear to have been managed well by the ethical food industry in its direct connection to mainstream cultural perceptions of health. This would appear to be more complex within the transient, post-modern fashion context, and potentially more complex still within mainstream cultural contexts.

Saicheua et al (2012) report that on the basis of their review of literature and extensive analysis of the DEFRA research into public understanding of sustainable clothing, neither producers nor government had found a clear and consistent way to communicate to consumers why they should buy sustainable clothing. Their findings suggest that mainstream consumers do not prioritise the ethical credentials of garments enough to pay a green premium, while some do not trust retailers claims of sustainability. The authors propose that it is problematic to communicate about environmental and ethical issues to

mainstream consumers, as they have not expressed enough interest in prioritising sustainability or taken action to pressurise industry to become more responsible. Essentially, they are not involved with the ethical fashion product.

3.2 The Gap in Knowledge

As proposed in the introduction to this thesis, the literature that explores consumer behaviour in relation to ethical fashion has to date emphasised the behaviour of the highly motivated ethical consumer. Research activity has considered consumer ethics in clothing choice (Dickson & Litrell, 1997; Shaw & Duff, 2002; Tomolillo & Shaw, 2004; Shaw et al, 2006; Kozar and Hiller, 2011; Sudbury and Boltner, 2011; Sudbury-Riley and Kohlbacher, 2016), consumer attitudes to ethical practice in garment production (Dickson, 1999; Klein, 2001; Dickson, 2000; Dickson, 2001; Iwanov, McEachern & Jeffrey, 2005; Webb et al., 2008) and the profiling of ethical clothing consumers (Dickson, 2005; Ninnimaki, 2010; Koszewska, 2013). A new body of literature is emerging that focuses upon the language of ethical fashion and is related to the practice of fashion media and fashion marketing communications (Beard, 2008; Thomas, 2008; Markulla & Moisander, 2012). This more recent work emphasises the ethical fashion message, its meaning and consumer understanding of it. The research of Cary and Cervellon, (2014) and Reimers and Matthews (2016) is perhaps the most recent to report that none of the research participants in the reported study were clear as to the meaning of the terminology associated with ethical fashion. Despite the nature of the research carried out to date, there remains limited evidence of *how* consumer interprets the language used to present ethical fashion.

A number of ethical fashion studies have examined the behaviour of the mainstream consumer (Butler and Francis, 1997; Kim and Damhorst, 1998; Dickson, 1999, 2000; Iwanow et al., 2005; Joergens, 2006; Ruddell, 2006; Fisher et al., 2009; Carey and Cervellon, 2014; Reimers and Matthews, 2016). Of these, only four were conducted in the UK or with British mainstream consumers (Iwanow et al., 2005; Joergens, 2006; Fisher et al, 2009; Carey and Cervellon, 2014). In these studies, a number of factors are reported to contribute to the complexity of and the barriers to ethical clothing choice for the mainstream consumer. Findings in this body of research suggest again that these factors are related to expectations for garment quality, style, fit, comfort and price and that these take precedence over environmental and social concern. The research suggests that, in the area of apparel, this is true of both the mainstream and ethically committed consumer (Butler and Francis, 1997; Dickson, 1999; Iwanow, et al., 2005; Joergens, 2006; Shaw et al., 2006). It is clear from the literature, both academic literature and policy documents, that

the information received by the consumer is confusing. However, *why* this is the case remains unclear and unresolved.

As stated in the introduction to this thesis, this study raises questions about the process of communication with consumers and the value of consumer information as a driver for behaviour change, particularly in mainstream consumer markets. Discussion that follows will examine the barriers to mainstreaming of ethical fashion consumption and evaluate the theoretical concepts that have value in guiding examination of the antecedents to mainstream consumer interpretation, understanding and involvement with the ethical fashion message. In examining this body of literature, the researcher will lay down the framework to guide the analysis of the language used to present ethical fashion in mainstream consumer contexts.

3.2.1 The Barriers to Behaviour Change

While it is widely accepted that some form of communication is critical to the development of consumer action and changes consumption behaviours, it is clear that the outcome of the 2006 – 2008 ‘watershed phase’ for UK ethical fashion, supports the claims of Moser and Dilling (2011). The authors, along with the research findings of academics such as Hobson (2001, 2003), Jackson and Michaelis, (2003) and Jackson (2004), propose that an information-led approach to behaviour change misses a great deal of what actually shapes consumption activities. Sector level and academic research within the context of UK fashion and clothing confirms the suggestion that the provision of information to drive change in consumer behaviour is hampered by a lack of consumer understanding (Thomas, 2008; Beard, 2008; Fisher, 2009; Harris et al., 2016; Reimers et al., 2016). Again, *why* this is the case remains unclear.

Hiller Connell (2010) provides in-depth analysis of the literature which explores the barriers to behaviour change in relation to the purchase and consumption of ethical clothing. These are explained through the concepts of **internal** and **external** barriers. In evaluating the work of Hiller Connell, Harris et al., (2106: 311) summarise **external barriers** as follows:

- Limited availability of sustainable clothing outlets
- Restricted styles
- Lack of desired size and fit
- Lack of resources to accommodate the price of products
- Poor presentation of second hand clothing
- Social expectations regarding the conventions of professional dress

and **internal barriers** as:

- Lack of concern for environmental issues
 - Limited knowledge about the environmental impacts of clothing
 - Negative attitudes towards ethical clothing
 - Demographic characteristic
 - Social and cultural norms
 - Motivation
 - Locus of control
- Perceived time and effort

In evaluating this list, it is clear that desirability, price and social norms have an impact upon decision making, concepts that are supported by the findings of Tomolillo and Shaw (2003), Bray (2010) and Connell (2010). Research findings are consistent in the expression of consumers' unwillingness to pay a premium for products that support ethical beliefs (McEachern et al., 2010; Sudbury and Boltner, 2010) and not necessarily due to affordability. Ritch (2015) recognises that in considering a sustainable garment to a nonsustainable garment, the assumption is that it will indeed cost more. Several authors have assessed the willingness of consumers to pay a premium. Findings suggest that, while on average, people are willing to consider a 25 per cent premium for products made with organic cotton (Hustvedt and Bernard, 2008; Ellis et al., 2012), the final decision to purchase continues to be based upon conventional product attributes of price style and brand rather than a products inherent ethical qualities (Koszevska, 2013, Reimers et al., 2016). The findings of McNeill and Moore (2015) indicate that the pull of fast fashion cannot be ignored as a factor in what appears to have become a 'social conditioning' to seek high fashion low cost products, despite evidence of a willingness to pay a premium for organic or ethically produced food.

The recent findings of Ritch (2015) are perhaps the most salient in terms of leading further discussion of how and why consumers are hampered in transferring their understanding of ethically produced food to clothing. In concert with the findings of Sisco and Morris (2012), Ritch proposes that in order to perceive the benefits of ethical or environmentally beneficial clothing, they must first have an in-depth knowledge of the concepts that inform its production. Discussion suggests that in order to develop attitudes that will convert to behaviour in the purchase of ethical clothing, then consumers must be 'product literate'. Product literacy is a concept which, to date, has not been considered in the literature regarding the attitude or knowledge behaviour gap in relation to ethical clothing nor has it been considered as an antecedent to consumer knowledge and a means to reducing uncertainty in the evaluation of product information

3.2.2 Product literacy

Product literacy is the degree to which consumers have the capacity to locate, obtain, evaluate, apply and communicate basic information needed to make appropriate product related decisions (Kopp, 2012). Research suggests that product literacy is contextual. The development of product literacy depends upon the product, on the information provided about the product and upon a broad range of individual consumer characteristics. Pappalardo (2012) suggests that a person attains product literacy when he or she possesses the tools necessary to determine if a particular product or service will meet his or her goals given his or her limited resources including limited wealth, limited time, and limited household production capabilities.

Kopp (2012) proposes that the development of product literacy is contingent upon three conditions. First, consumers need to estimate the net benefit of obtaining product information. Consumers need a sense of the likely costs and benefits of obtaining additional information and knowledge. Second, consumers need to comprehend this information. Third, consumers need a way to evaluate this information and relevant choices. Kopp highlights that product literacy does not require that consumers have perfect information, only that they are able to access enough information to make a reasonably good decision. What is reasonable in one case, where stakes (or indeed involvement) are high, may not be reasonable in another case, where stakes are low.

Product literacy, according to Kopp (2012) is a key ability in a consumption-driven society, composed of a fundamental set of skills and knowledge, needed to make “satisfying” individual purchase choices but also to influence general health, economy and societal wellbeing. Kopp refers to regulators who either presume to “educate” consumers by providing “more information” or attempt to simplify, or frame the existing information to a level that consumers can understand.

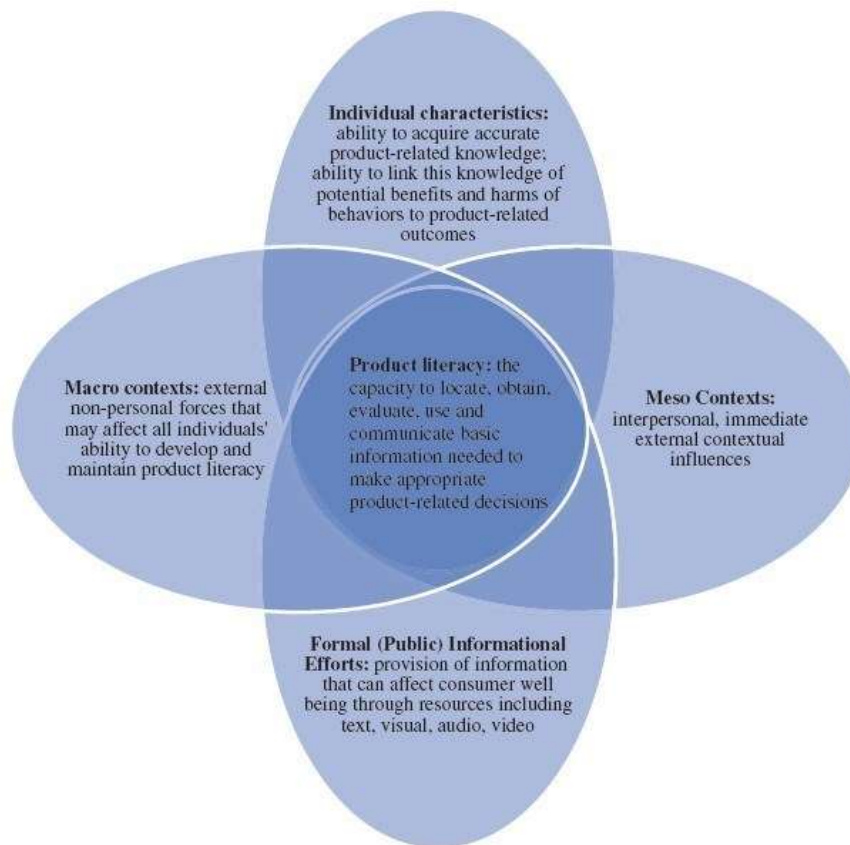


Figure 3:1 Conceptual Model of Product Literacy, Kopp (2012)

3.2.3 Consumer uncertainty

Earlier discussion raised the concerns expressed by, for example, Thomas (2008) and Ritch (2015) that the complexity of the language of ethical fashion created uncertainty amongst consumers; uncertainty in terms of the meanings of the words used to present ethical fashion was a barrier to consumer involvement with ethical fashion products. Aligned to the nature of the present study, the work of Urbany et al., (1989) investigated the relationship between consumer uncertainty and consumer information search. The results of this work proposed that consumer uncertainty could typically be characterised in two forms; *knowledge uncertainty* and *choice uncertainty*. Knowledge uncertainty was defined as '*uncertainty regarding what is known about alternatives*' and choice uncertainty to '*which alternative to choose*' (p208). In summarising their findings, Urbany et al. (1989) proposed that choice uncertainty typically led to an increase in a consumer's search for information to enable product related decision making whereas knowledge uncertainty was not likely to positively affect search behaviour.

It was suggested by the authors that knowledge uncertainty arose from a lack of factual information about alternative choices but also from a lack of knowledge of how to acquire the necessary information to make a positive product choice, while choice uncertainty was

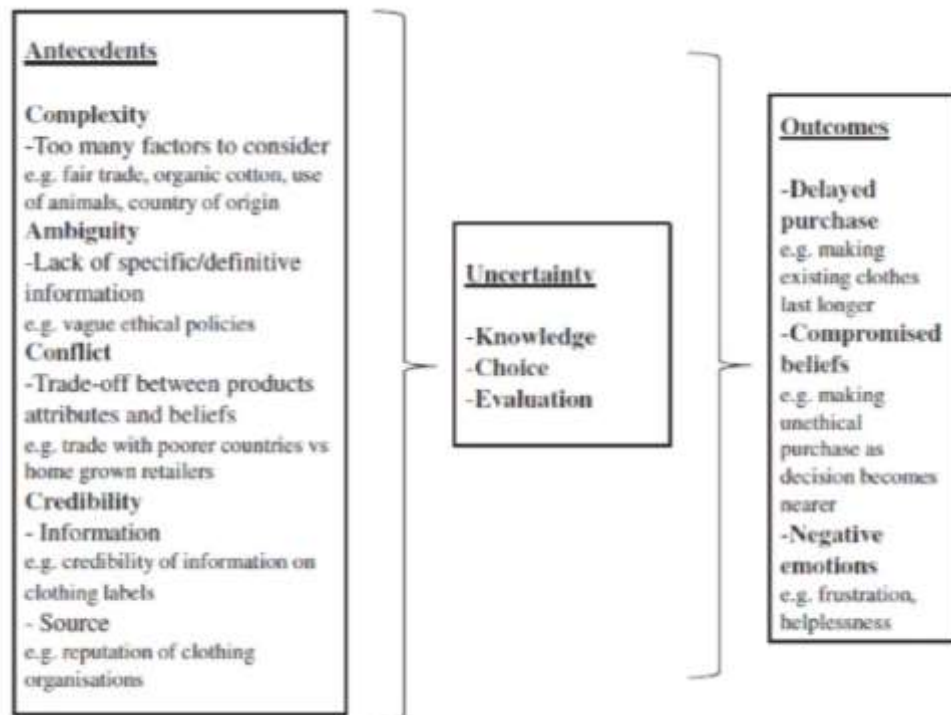


Figure 3:2 Conceptual model consumer uncertainty, Hassan et al (2013)

likely to stem from ignorance about the product type or specific market. The work of Urbany et al., (1989) was extended in 2011 by Shiu et al., who proposed another dimension of consumer uncertainty; *evaluation uncertainty*. The concept of evaluation uncertainty was founded upon a consumer's lack of understanding of how to use the knowledge that he or she has gathered. The extension of the Urbany et al (1989) model not only mapped the complexity of the types and dimensions of uncertainty but emphasised the development of a deeper understanding of the causes and consequences of consumer uncertainty (Hassan et al., 2013). Within the context of ethical fashion, the work of Hassan et al., (2013) recognised that consumer uncertainty is common within the context of ethical clothing consumption. They claimed that despite extensive research into consumer uncertainty, there remained a lack of understanding of the factors that lead to uncertainty as well as the consequences of uncertainty within ethical consumption contexts. Figure 3:2 illustrates the

attempt of Hassan et al., (2013) to map the complexity of uncertainty in order to develop a deeper understanding of the causes and consequences of consumer uncertainty. In the support of the research presented in this thesis, the concepts of *complexity*, *ambiguity*, *conflict* and *credibility* are presented as antecedents to consumer knowledge and consumption outcomes. While valuable in its outline of the antecedents of uncertainty, this model of uncertainty would appear to be limited in its ability to fully explain the cause of the complexity in the ethical fashion message, how messages are delivered and how they are received and interpreted by the mainstream consumer. The participants consulted in this latest research came from the following three sources:

1. Subscribers to an ethical organisation, 'Labour Behind the Label'.
2. Subscribers to the UK magazine 'Ethical Consumer'.
3. Participants recruited from 'ethical' habitats including whole food stores.

A factor not explicitly considered in the research into consumer uncertainty is the concept of Product Literacy (Kopp, 2012) which, it could be argued, also has value in reflecting upon the antecedents to mainstream consumer involvement with ethical fashion products.

3.2.4 Consumer Knowledge

Consumer knowledge theoretically consists of two dimensions: familiarity and product knowledge (Johnson and Russo, 1984; Kang *et al.* 2013). Product knowledge can be summarised as the body of product class information that is held in the memory of a consumer. Familiarity refers to the accumulated consumption experiences (Johnson and Russo, 1984) and is considered critical in the development of the perceived personal relevance of a product in terms of her personal lifestyle, values and self-image (Kang *et al.* 2013). Perceived personal relevance is considered critical to the development of product involvement (Zaichkowsky, 1985).

Park et al., (1994) suggests that there are two forms of consumer knowledge. These are objective knowledge: accurate information about the product class stored in long-term memory and self-assessed knowledge or subjective knowledge: people's perceptions of what or how much they know about a product class. The work of Ellen (1994) suggests that consumers with higher degrees of familiarity or product knowledge were more likely to use intrinsic (i.e., physical product) cues to assess product alternatives while those with lesser knowledge would typically rely upon extrinsic cues (i.e., attributes not related to the physical product, i.e., price). Ellen (1994) suggests that each form of consumer knowledge has a different effect on behaviour. While one consumer may have the requisite knowledge to

make informed decisions, he or she may still not feel well informed because the “right” choice is not perfectly clear in all situations giving rise to uncertainty about the product. The author acknowledges the complexity caused by a lack of “hard” meanings for the phrases used to communicate ethical and ecological benefits (i.e., recyclable, recycled, degradable etc.) proposing that consumers with lower levels of knowledge may find it difficult to make “good” choices because of the potential for confusion.

3.2.5 Consumer Learning

As one example of many, the Hayes-Roth (1977) view of consumer learning suggests that acquiring new knowledge entails developing ‘unitised knowledge structures’. In the literature, these are referred to as schema, scripts or frames (cited in Johnson and Russo, 1984). Leading sustainability communications agency Futerra warn that understanding how the public or mainstream consumers respond to the terminology of sustainability or ethical concern is not simply a test of basic understanding of words. In communicating the ethical message, there is a fundamental need for producers and retailers to get closer to the ‘unitised knowledge structures’ of the consumer. It is only then that the connotative rather than denotative meanings of the words (Futerra, 2007) can be considered to make sure that the meaning that marketers, or indeed policy makers and journalists, attach to messages is aligned to the interpretations that consumers are likely to make. This concept of considering individual frames of reference alongside cultural contexts advocates an ‘outside-in’ approach to the communication of corporate responsibility and matters related to sustainability. The agency calls for recognition amongst producers of ethical products and services, that the lexicon of ethical goods is often invisible to the majority of the public.

Despite this knowledge, literature consistently indicates that behaviour change instruments that rely upon information and awareness raising have to date been ineffective in stimulating tangible change (Mont & Plepys, 2008). Kolandai (2009) proposes that views about sustainability are formed through a complex web of a range of information sources and print media is widely acknowledged as a critical communication channel in gaining public support for sustainability initiatives and draws attention the mediating factor of framing. Message framing is widely used in advertising, marketing and the media. At a theoretical and descriptive level, framing research offers a way to explain how various social actors approach complex social issues. For example, framing explains how journalists selectively cover issues, and how consumer audiences differentially perceive, understand, and participate in related matters (Scheufele, 1999). A frame can guide action by enabling the reader to organise and apply the information to

related knowledge and previous experience. When the frame is aligned to an individual's interests or values, the frame is more likely to be persuasive in decision-making situations (Stanforth and Hauck, 2010). While it is accepted that some form of communication is critical to the development of consumer action, it would appear that the outcome of the 2006 – 2008 'watershed phase' for UK ethical fashion, the research findings of academics such as Hobson (2001, 2003), Jackson and Michaelis, (2003) and Jackson (2004), support the claims of Moser and Dilling (2011). All authors propose that an information-led approach to behaviour change misses a great deal of what actually shapes consumption activities.

3.2.6 Media Framing

Michaelis (2001) suggested that because the media are central players in building consumer culture, it is essential that they be engaged in the promotion of sustainable consumption and to support consumer learning. As discussed previously, an expanding body of literature draws attention to the limitations of the media as supplier of information bringing in to light the information or knowledge deficit approach. The literature base that considers the communication of climate change to the general public is well established, extensive (Nisbet, 2009; Nisbet and Scheufele, 2009) and relevant to this thesis. In the review of this literature, Moser and Dilling (2011:162) claim that communication of climate change has been ineffective for four main reasons:

- 1) communicators have made the simplistic assumption that a lack of information and understanding explains the lack of public engagement and that more information and explanation is needed to move people to action,
- 2) the assumption that fear and visions of potential catastrophes as a result of inaction would motivate audiences to action
- 3) assumptions that the scientific framing of the climate change issue would be most persuasive and relevant in moving lay audiences to action and that
- 4) mass communication is the most effective way to reach audiences on this issue.

The assumption and response presented in reason 1) above has been studied widely and is presented as the 'knowledge deficit model' (Bak 2001; Sturgis and Allum 2004). Reliance upon the knowledge deficit model in terms of communicating climate change is considered problematic by authors such as Moser and Dilling, (2011) who claim that, primarily, this belief assumes that information and understanding are necessary and sufficient conditions for behavioural engagement with situations or products. Moser and Dilling (2011:169) recommend that, in developing social and policy related messages, a better understanding

of the target audience will help identify the ‘framings and messengers’ that will most powerfully resonate with different groups of people.

To date, neither the knowledge deficit model nor the concept of message framing has been considered within the debate concerning barriers to mainstream consumer engagement with ethical fashion products. Preceding the distinct work of Thomas (2008) and Markulla and Moisander (2012), Grosskurth and Rotmans (2005) suggested that the inherent subjectivity of the sustainability concept, the ambiguity of its associated vocabulary and the influence of socio-cultural factors, should be carefully mapped in order facilitate improved communication within fashion contexts. The work presented in this thesis suggests that consideration of the knowledge deficit model and the theory of framing will provide further insight to ethical fashion communications as a barrier to mainstream consumer decision making.

3.3.1.3 The implications of media framing

As proposed by Entman (1993:52) media framing “*involves selection and salience. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.*”

It can be considered as both a macro level and a micro level construct (Scheufele, 1999). As a macro construct, the term “framing” refers to modes of presentation that journalists and other communicators use to present information in a way that resonates with existing underlying schemas among their audience (Shoemaker & Reese, 1996). The process of message framing enables communicators to reduce the complexity of an issue. Frames then for media journalists are tools, which support the presentation of complex issues to increase accessibility for lay audiences. Media frames are designed to play to existing cognitive schemas. The term micro construct is critical within the context of the present study as it relates to the experiences and individual social contexts that inform how people use and interpret media information.

Table 3:1 summarises Scheufele’s (1999) proposition of four framing effects which suggests that media messages have, the ability to either activate existing schemata through repeated exposure, to transform existing schema in terms of the encountered media frame, to form new schemata or new links between existing schemata or finally to have an attitudinal effect and leverage a shift in attitudes or opinions of a particular concept or indeed product.

Label	Description	Mechanism
Activation Effect	Activation of existing schemata Repeated activation (Priming)	Short-term applicability Long-term accessibility
Transformation Effect	Transforming existing schemata in terms of the media-frame	Consonant and cumulative media coverage
Formation Effect	Establishing totally new schemata or links between schemata	Subtyping of schemata
Attitudinal Effect	Switching existing attitudes or opinions	Shift in evaluative component of attitudes through shift in cognitive component

Table 3:1 Types of framing-effects, Scheufele (1999)

3.2.7 Involvement

Zaichkowsky (1985 p. 342) defines involvement as a person's perceived relevance of the object (message or product) based on inherent needs, values, and interests. That is, the higher the degree of relevance of a message or a product to a consumer, the higher that consumer's level of involvement with the information or, in the case of this research, the ethical fashion product (Josiam et al., 2005). Foxall et al. (1998) recognized involvement for the role it plays in attitude formation. Under high involvement conditions, consumers engage in an extended problem-solving process (Zaichkowsky, 1985). Research to date suggests that the pro-environmental or ethically committed consumer can be defined as having high involvement with ethical fashion products where the mainstream consumer's involvement is low.

High involvement implies greater relevance to the self (O'Cass, 2000) and has the potential to lead to enduring involvement, which is stable over time. Thus the higher the level of involvement, the more likely a consumer is to seek out information with which to evaluate possible alternatives. This outcome is less likely in low involvement as products are considered as having little relevance to consumers or, possibly, where the consumer is less product literate (Kopp, 2011), the information about the product is not understood. Michaelidou and Dibb (2006) cite the Laaksonen (1977, p. 445) definition of response involvement as a behavioural process and thus a "means to mediate information search". In his extensive review of the literature related to fashion involvement, Naderi (2013) provides evidence that, to date, the consequences of fashion involvement studied in the

articles reviewed are either behavioural (i.e. search behaviour) or attitudinal (i.e. attitude durability) constructs. Naderi (2013:101) calls for consideration of the antecedents and consequences of product involvement: i.e. information processing and its impact upon decision-making factors.

3.2.8 Antecedents to Involvement

In terms of consumer involvement with ethical fashion, the research aims presented in this thesis suggest that media frames operate as an antecedent to mainstream consumer involvement with ethical fashion. The conceptual framework for involvement proposed by Andrews *et al.* (1990) is illustrated on Figure 3:1. In considering the detail of the variables that precede involvement, these can may be summarised in relation to the extant literature in terms of three inherent factors; the characteristics of the person (consumer) (Zhaikowsky, 1985), the physical characteristics of the stimulus (the form of media text, accessibility of media message or the ethical fashion product) (Scheufele's, 1999) and finally, grounded in the perspective of Houton and Rothschild (1977), variations in the situation of the person / consumer.

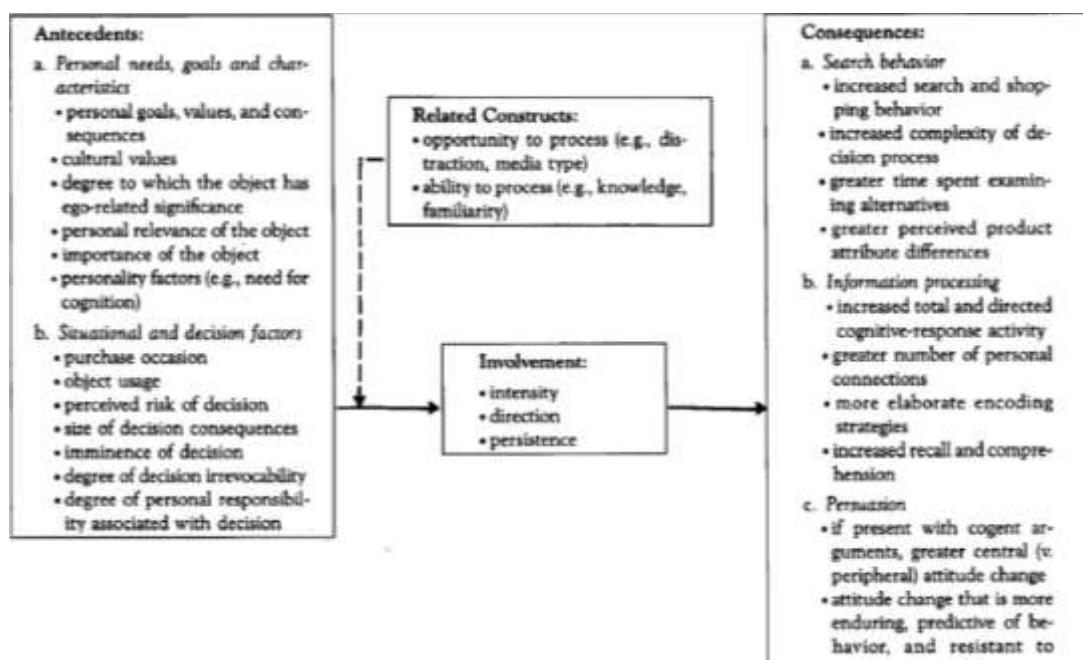


Figure 3:3 A Framework for the conceptualisation and measurement of the involvement construct Andrews et al (1990)

3.3 Chapter Summary

The mainstream consumer is reported to possess limited knowledge or concern with regard to the environment when purchasing clothing (Joergens, 2006; Fisher et al, 2009). In matters of social concern, mainstream consumers were found to be knowledgeable, but

only moderately concerned (Iwanow, et al., 2005; Joergens, 2006). Despite the lack of emphasis upon information sources, within this body of work, both mainstream and ethical consumers report the lack of credible information as a significant barrier to buying sustainable apparel. The consumer information considered within this literature is limited to that presented in company codes of conduct, country-of-origin labels and care labels (Iwanow, et al., 2005; Joergens, 2006; Fisher et al, 2009) although an emerging body of literature is beginning to more closely acknowledge the impact of consumer knowledge (Ritch, 2015; Kang et al., 2013)

In research to date there has been little progress in establishing what it is that constitutes credible information for the mainstream consumer. Only marginal advances have been made in the examination of whether, or the extent to which the language used in consumer information forms a barrier to consumer understanding of ethical clothing. In the findings of extant ethical fashion research, there is no indication that the concept of product literacy or information framing has been considered in order to examine consumer action (Stanforth and Hauck, 2010). Despite the reference to mainstream consumer knowledge, no attempt has been made to establish the source or nature of this.

The research presented in this study suggests that the concept of product literacy (Kopp, 2001) is valuable in supporting the analysis of response and situational involvement in order to establish the extent to which knowledge is a barrier to consumer behaviour and a factor in the knowledge-behaviour gap. This is a broader concept than fundamental, functional “reading literacy” (Viswanathan, Rosa, and Harris 2005) and includes the ability to make comparisons among products, evaluate and incorporate new information effectively and use products in an individually and / or societally beneficial way. Kopp (2011) presents the hypothesis that factors that impact product literacy include experiential and sociological components, product-related communications and the use of particular of media. This encompasses product category specific literacies and, in conjunction with the concepts of consumer knowledge, consumer learning, consumer uncertainty and fashion involvement, provides a framework that may be adapted to explain the mainstream consumer involvement with ethical fashion products.

The chapter that follows provides discussion pertaining to the methodology devised to develop insight to mainstream consumer understanding of ethical fashion.

4 Methodology

Introduction

Within the literature review, the communications problem was presented as being typical of the post-modern era. Clark (2003) posits that the socio-cultural situation being explored calls for post-modern scholarship which seeks to address ‘*almost unthinkably complex, interrelated and interactive global*’ situations while simultaneously acknowledging the ‘*ungraspable of this world*’ (Usher 1997:30). It involves us in the ‘*ontological politics of staying true to complexity*’ however partially and contradictorily (Landstrom, 2003: 475, cited in Clarke 2003).

Research aims	Research Questions
<p>Aim 1 to critically review the concepts, theories and policy decisions that inform the mobilisation and mainstream communication of ethical fashion consumption in the UK</p> <p>Entry to Research inform the sampling strategy for this research</p> <p>Aim 2 to analyse the content of the ethical fashion message in mainstream print media (2006-2008 & 2010-2012)</p> <p>Aim 3 to establish mainstream female consumer understanding of the ethical fashion message</p> <p>Aim 4 to evaluate the effectiveness of ethical / sustainability communications of mainstream fashion retailers (2010-2012)</p> <p>Aim 5 to construct and test a conceptual model of the complexities of the communications problem in mainstream ethical fashion contexts</p>	<p><i>What theoretical concepts and subject related constructs have ‘explanatory power’ in developing understanding of the barriers to ethical fashion involvement for the mainstream female consumer?</i></p> <p><i>Who is the mainstream female consumer?</i> <i>What does she read?</i></p> <p><i>What are the ethical fashion messages delivered to this consumer?</i> <i>How are the ethical fashion messages framed?</i> <i>What words and phrases constitute the lexicon of ethical fashion?</i></p> <p><i>How does she ‘read’ these ethical messages?</i> <i>How does she interpret the lexicon of ethical fashion?</i> <i>What do these messages mean to her?</i> <i>What is her ‘frame of reference’?</i></p> <p><i>How do High St Retailers communicate Sustainable development with their consumers?</i> <i>Are there messages related specifically to clothing?</i> <i>What words and phrases constitute the lexicon of ethical fashion?</i> <i>How is the ethical fashion messages framed?</i> <i>Are these messages likely to be understood by the mainstream consumer?</i></p> <p><i>What are the barriers in communicating of ethical fashion to mainstream consumers?</i></p>

Table 4:1 research aims & research questions

4.1 Philosophical perspective and methodological approach

4.1.1 Research Philosophy

It is generally accepted that research philosophy is the overarching term that relates to knowledge claims; in particular, the nature of knowledge and the development of knowledge (Saunders et al 2009). As suggested by Cresswell (2003) and confirmed by a range of authors in research practice, (Bryman, 2003; Saunders et al, 2009; Shield and Tijalli, 2006; and Wisker, 2008), the research subject, the nature of the research and a researcher's perspective will, and indeed should translate into principles which guide the adoption of a particular research strategy, the consideration of appropriate research methods and the design of an appropriate research process. This set of interrelated factors is more clearly defined as follows; the nature of social reality – what exists, what it looks like, what units make it up and how they interact with each other (ontology), the researcher's view in relation to ways of gaining knowledge about social reality and how we know what we know (epistemology), how knowledge is gained (methodology) and the means by which it is gained (methods) (Blaikie, 1993 & 2000; Saunders et al., 2003; Neuman, 2003; Bryman, 2003; Saunders et al., 2009; Shield and Tijalli, 2006; Wisker, 2008). It was close consideration of the combination and relationship between these elements that gave shape and definition to the methodology adopted to support this research inquiry, the aim of which was to provide insight to complexity in the communication of ethical fashion to mainstream consumer audiences.

The author would argue that ontological and epistemological perspectives are most easily considered in terms of their position along a theoretical continuum such as that shown in Table 4:2. For the sake of simplicity, discussion that follows will, first of all, consider the extremes of this continuum; objectivism whereby the researcher holds that there is an independent reality 'out there' to be studied (Guba & Lincoln, 1994) and subjectivism, which assumes that reality is the product of social processes and that social phenomena are created from the perceptions and consequent actions of the social actors concerned with their existence (Neuman, 2003; Saunders et al., 2009; Rallis & Rossman, 1998). Just as there are two broad ontological positions, there are two corresponding epistemological positions, positivism and interpretivism, which serve to determine the relationship between the knower and what is known, how we know what is known and what counts as knowledge.

Clarke (2003) locates the positivist perspective within a modernist worldview and aligns the complexity of post-modern culture to an interpretive perspective. The positivist paradigm with its roots in the natural or 'hard' sciences (Flick, 1998) considers the social world as a

set of rational, empirical facts that exist apart from personal ideas or thought. The positivist researcher enters the research domain with the assumption that laws of cause and effect govern facts and that the patterns of social reality are stable and predictable, knowledge of them additive, findings generalisable and methodology repeatable (Neuman 2003, Crotty 1998, Saunders et al 2003). Reliable knowledge, according to the positivist, is based upon direct observation or measurement of natural phenomena through a deductive and, normally, experiment based methodology (Lincoln & Guba 2003, Neuman 2003). By

Ontological Perspectives			
	Objectivism	Realism	Subjectivism
Assumptions about reality	Realism: Objective reality that understood by mirror of science: definitive/probabilistic	Social Realism: An 'independent' reality that is composed of influential and complex social structures.	Relativism: Local intersubjective realities composed from subjective and objective meanings: represented with concepts of actors
Epistemological Perspectives			
	Positivism	Critical Realism	Interpretivism
Goal	Discover truth	Discover causal effects	Describe meanings, understanding
Tasks	Undertake explanation and control of variables: discern verified hypotheses or non-falsified hypotheses	Explore the complexity of social structures and how the empirical produces knowledge	Produce descriptions of members' meanings and definitions of situation: understand reality construction
Methodological Perspectives			
	Quantitative Deductive	Pragmatic / Naturalistic Mixed Methods	Qualitative Inductive
Unit of analysis	Variable	Social, material, ideational or artefactual objects	Verbal or nonverbal action
Methods focus	Uncover facts, compare these to hypotheses or propositions	To expose and explain causal structures and their properties	Recover and understand situated meanings, systematic divergences in meaning

Table 4:2 Research Paradigm Continuum
after Yeung (1997) Gephart (1999), Guba & Lincoln (1994), Lincoln & Guba (2000) and Alvesson (2002).

contrast, an interpretivist epistemology will lead a researcher to view the world as experienced, interpreted and constructed by people through their interactions with each other and with wider social systems (Maxwell, 2006; Neuman, 2003; Saunders et al., 2009; Cresswell, 2003). Interpretivists contest the notion of universal and regular generalisabilities embedded in the notion of 'law' but typically proceed from the assumption that human activity is patterned. Adopting an almost central ground, the critical realist researcher acknowledges the existence of an objective reality and also accepts the concept of social construction. The critical realist perspective, while recognising the value of the positivist view, argues for a shift from prediction to explanation through the use of predominantly interpretive forms of investigation (Wilkgren, 2004:13). Whilst the interpretivist view

suggests that theory works to *describe* the conditions or the context for the production of meaningful experiences (ibid), the perspective of the critical realist uses descriptions of conditions, contexts and experiences to present theory which *exposes* and *explains* the social mechanisms and causal patterns that can provide insight to and explanation for social behaviour (Elster, 1998:45, cited in Wilkgren, 2004).

In considering which philosophical perspective would serve as an appropriate framework for this study, it was recognised that the research problem was inherently complex. Saunders et al., (2003), share the position of Clarke (2003) and propose that reality viewed through a 'positivist lens' and distilled into the generalisations typical of the objectivist paradigm, can mask the complexities and intricacies of social phenomena and render data analysis incomplete if fixed upon specific variables without consideration of social context. Social contexts or situations can be viewed by the researcher from either an 'etic' (external) or 'emic' (internal) perspective. Guba & Lincoln (1994) propose that an etic perspective is typical of the positivist paradigm where etic theories determine the direction of the research through the development and testing of hypotheses and analysis of quantitative data. Despite the review of etic theoretical constructs which may have some explanatory power in analysing the research problem, the research phenomena explored within this study, called for the exploration and exposure of emic theories, that is those that emerged from within the social contexts being studied. Accordingly, the philosophical perspective of realism served to guide the work through the lens of both critical realism and interpretivism.

4.1.2 Ontology

Whilst ontological social realism recognises a 'mind-independent reality' and defends the possibility of causal explanation, it also accepts the hermeneutic notion that knowledge is constructed through communication (Sayer, 2000; Wikgren, 2004:14). Social realists accept that the social world is socially constructed but argue that this is not entirely the case (Easton, 2010). Easton, (2010:123) suggests that the difference between a social realist and a social constructionist lies in the acceptance of the possibility of knowing reality in the former and its rejection in the latter. Sayer (2000) proposes the following distinctions between the two; the realist researcher *construes* rather than *constructs* the world. The 'mind-independent' reality that was central to the research presented in this thesis was that of print media and retailer communications; social structures which, it is argued, exist independently of the various ways in which they can be discursively constructed and interpreted by social scientists or consumers (Reed, 2001).

As shown in figure 4:1 below, Bhaskar (1978) presents realism as a stratified rather than flat ontology; the strata being the 'empirical', the 'actual' and the 'real'. In relation to the research aims presented in this thesis, the '*empirical*' domain is where observations about the communication of ethical fashion were made by the researcher and where ethical fashion communications were experienced and interpreted by consumers. However, it is recognised that these events occurred in the '*actual*' domain of reality and may not have been observed at all or, if they were, be understood quite differently by individual or sets of consumers or indeed other researchers; firm recognition that there is a process of interpretation that intervenes between the two domains. Bhasker's ontological perspective of realism recognises that events occur in the '*actual*' domain as a result of mechanisms that operate in the '*real*' domain and that the totality of the '*real*' or '*actual*' may not always be observable, however, Bahsker emphasises that this does not mean that the pre-existing or unobservable aspects of reality are not there or unconnected to what we do observe and experience (Easton, 2009).

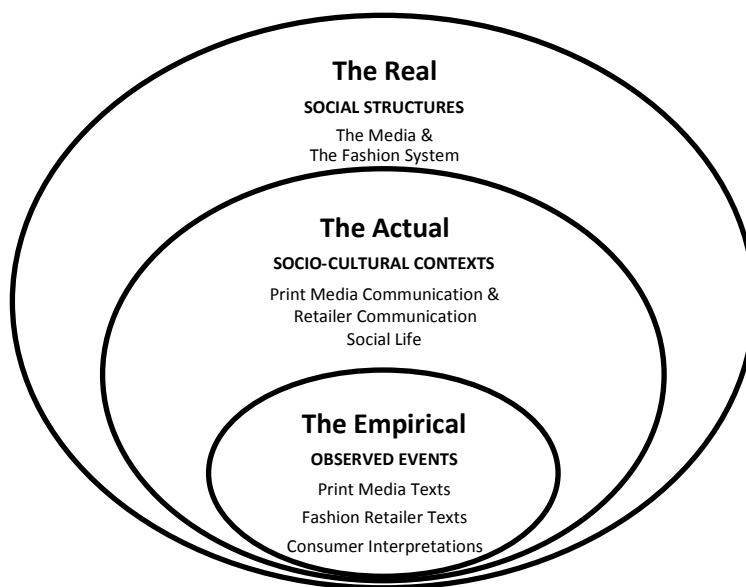


Figure 4:1 Bhasker's three domains of reality in the Critical Realist ontology (1978)

Social realism acknowledges that concepts and beliefs are socially situated and socially conditioned (Wikgren, 2004:14). According to Bhaskar (1989), we will only be able to understand the social world if we identify the social structures at work and understand their effects. Central to this investigation was the exploration of mainstream consumer knowledge of ethical fashion, the impact of this knowledge on the development of product literacy and the impact of this upon mainstream consumer involvement with ethical fashion products.

The researcher assumed that language is the most essential system through which humans construct reality. Realism acknowledges the constructivist paradigm and assumes a relativist ontology i.e. recognises that there are multiple realities. A critical realist perspective of constructionism facilitated the examination of multiple constructions of the lexical and semantic meaning of ethical fashion presented in media and retailer texts and the examination of how this was interpreted by mainstream consumers. It assumed that understanding, significance, and meaning are developed not separately within or by the mainstream consumer, but in coordination with other social contexts and social actors. The research goals and intended outcomes of this study were concerned with the elaboration and generation of theory in relation to the communication of ethical fashion in mainstream consumer contexts, and as such, was seen to reside firmly in the epistemological paradigm of interpretivism.

4.1.3 Epistemology

“Critical realism acknowledges that social phenomena are intrinsically meaningful...Meaning has to be understood, it cannot be measured or counted, and hence there is always an interpretative or hermeneutic element in social science” (Sayer, 2000, p.17).

As established, critical realism offers a relativist ontology and assumes an interpretivist epistemology (Denzin & Lincoln, 2004) which recognises the production of knowledge as a social practice (Sayer, 2000). The research questions that framed this investigation (see Table 4:1) emphasised the exploration of the subjective meanings of ethical fashion that, evidence had suggested (Beard, 2008; Thomas, 2008; Markulla & Moisander, 2012; Hassan et al, 2013), were a barrier to the mobilisation of ethical consumer behaviour amongst mainstream fashion consumers. The hermeneutic lens of critical realism emphasises that understanding, significance, and meaning are developed not separately within or by the mainstream consumer, but in coordination with other social contexts and social actors; in terms of this investigation, that is print media and retailer texts and the journalists and retailers that produce them. Searle (1995) posits that much of human action depends upon the interpretation of the meanings of social artefacts. This is consistent with Blumer's (1969) statements about human beings and their actions, interactions and interpreting processes.

Symbolic Interactionism, the term coined by Blumer (1969), is founded upon 3 basic premises. Table 4:3 below illustrates how this exploratory research used these premises as guiding principles for the research activity. Blumer puts forward Symbolic Interactionism not as a philosophical doctrine, but as a perspective in empirical social science; an

approach designed to yield verifiable knowledge of social life and human conduct. Symbolic interactionist researchers investigate how people create meaning during social interaction and accept that,

‘...people act towards things based on the meaning those things have for them; [and that] these meanings are derived from social interaction and modified through interpretation. (Blumer, 1969: p.19).

In accordance with Ewan & Ewan, (1982); Miller, (1988); Ogles, (1987); O’Guinn, Faber & Rice, (1985); Schiller, (1989); and Hirschmann & Thompson, (1997), this investigation adopted the position that mainstream consumer involvement with ethical fashion is mediated by their interpretation of media and retailer texts and by their specific sociocultural contexts, that is their internal and external frames of reference. Blumer proposes that ,

‘human beings interpret or ‘define’ each other’s actions instead of merely reacting to each other’s actions’; (Blumer, 1969: p.19).

a comment worthy of consideration in the light of the UN’s Consumer Information Programme (2014).

Premises of Symbolic Interactionism	Premises of this research
Human beings act towards things on the basis of the meanings they ascribe to those things	The mainstream female consumer will act, or not, on the basis of the meaning that the words used in the communication of ethical fashion have for her
The meaning of such things is derived from, or arises out of, the social interaction that one has with others and with society	There is some influence of broader social interaction in the mainstream female consumer's construction of meaning and in the development of her knowledge and understanding of the ethical fashion concept
These meanings are handled in and modified through, an interpretive process used by the person in dealing with the things he/she encounters.	The meaning of ethical fashion is interpreted within the context of her social interactions and potentially modified by the female mainstream consumer

Table 4.3 Premises of Symbolic Interactionism as guiding principles, after Blumer (1969)

Fashion consumer research continues to emphasise the search for correlates of environmental or ethical concern (Butler & Francis, 1997 Kim & Damhorst, 1998; Dickson, 1999, 2000; Iwanow et al., 2005; Joergens, 2006; Ruddell, 2006; Fisher et al., 2009; Carey and Cervellon, 2014). An emerging body of literature focuses upon the language of ethical fashion and is related to the practice of fashion media and fashion marketing communications (Beard, 2008; Thomas, 2008; Fisher, et al., 2009; Markulla and Moisander, 2012; Carey and Cervellon, 2014). This recent but limited work emphasises the ethical fashion message, its meaning and consumer understanding of it however, there

is no evidence of the analysis of the message itself and little consideration of mainstream consumer understanding. Fashion consumer research that does consider the mainstream as opposed to the ethically committed consumer (Beard 2008, Thomas, 2008) reports that mainstream consumers, rather than responding to ethical fashion communications with positive changes in their behaviour, are more likely not to act at all. Symbolic interactionism provides a framework (Table 4:3) for the study of cultural texts and media messages, and the development of insight to the interaction between reader and text (Denzin 1989) and the nature of the barriers presented by media and retailer texts to change in consumer behaviour.

The researcher who sees value in the concept of symbolic interaction is expected to interpret actions, transcend rich description and develop theory which incorporates concepts of self, language, social setting and social object, (Schwandt, 1994). By using methods informed by the critical realist perspective, the contributions of symbolic interactionism in the study of cultural texts can be translated into a form that is useful to support empirical action in developing mainstream consumer involvement with ethical fashion products. The philosophical framework employed to guide the research approach enabled the development of deeper knowledge and understanding of how the female mainstream consumer navigates ethical fashion messages and derives meaning from media and retailer lead communication.

4.2 Research Approach

'Interpretive research uncovers, describes and theoretically interprets actual meaning that people use in real settings. It examines how meanings become shared, dominant and / or contested in situations in which alternative meanings and understandings are present and possible' (Gephart, 2004:457).

An interpretivist epistemology called for a naturalistic or 'real' world' set of methodological procedures (Denzin & Lincoln, 2004). Qualitative research, as a set of interpretive activities does not privilege one methodological practice above another (ibid) nor does it have a distinct set of methods or practices. Qualitative research practice facilitates the search for deep understanding of specific socio-cultural settings, in this case, the female mainstream consumer's lived experiences of the communications phenomenon. In order to fulfil the research aims, theory was elaborated and generated via the inductive analysis of qualitative and inductively derived data. Data was collected through a set of methods that enabled multiple views of the phenomena under investigation (Easterby-Smith, et al., 2002; Charmaz, 2006; Wisker, 2008).

Given that the concept of mainstream consumer involvement in ethical fashion was an 'immature' (Morse, 1991) area of research, the nature of the work presented in this thesis was, by definition, exploratory. As such, the aims relating to the early stages of the study did not serve to test hypotheses or to predict behaviour, (Neuman 2003, Crotty 1998, Saunders et al 2003) rather; its purpose was to expose the stratified reality of the specific communications problem. The research activity required to expose a causal explanation for the lack of mainstream consumer engagement with ethical fashion products was, by nature, inductive. The research took place within specific contexts of purposively selected print media and amongst theoretically sampled research participants and fashion retailers. The analysis of media texts served not only to count or statistically measure frequency in the use of defined terms, but to compare the use of and interpretations of the ethical fashion vocabulary to establish variance in its presentation and meaning. The overriding purpose of the research was to depict an holistic representation of the complexity of this specific communications phenomena. The aim was to expose and account for complexity in the presentation and discussion of findings rather than to reduce insights to a small number of generalisable variables.

In relation to the aims of this study, a qualitative researcher could, for example, use semiotic, narrative, discourse or content analysis in their comparison of texts and, they could call upon the diverse range of guiding research strategies outlined by Cresswell (1998) and shown below in Table 4:4.

	Biography	Phenomenology	Grounded theory	Ethnography	Case study
Focus	Exploring life of an individual	Understanding the essence of experiences about a phenomenon	Developing a theory grounded in data from the field	Describing and interpreting a cultural and social group	Developing an in-depth analysis of a single case of multiple cases
Discipline origin	Anthropology Literature History Psychology Sociology	Philosophy Sociology Psychology	Sociology	Cultural anthropology Sociology	Political science Sociology Evaluation Urban studies Other social sciences
Data collection	Primarily interviews and document	Long interviews with up to 10 people	Interviews with 20-30 people to 'saturate' categories and detail a theory	Primarily observations and interviews with additional artefacts during extended time in the field (e.g., 6 months to a year)	Multiple sources – documents, archival, records, interviews, observations, physical artefacts
Data analysis	Stories Epiphanies Historical content	Statements Meanings Meaning themes General description of the experience	Open coding Axial coding Selective coding Conditional matrix	Description Analysis Interpretation	Description Themes Assertions
Narrative form	Detailed picture of an individual's life	Description of the 'essence' of the experience	Theory or theoretical model	Description of the cultural behaviour of a group or an individual	In-depth study of a 'case' or 'cases'

Table 4:4 The 5 dominant research strategies in qualitative research (Cresswell, 1998:65)

Methodologies such as phenomenology, which rely almost entirely on descriptive accounts, were rejected in favour of grounded theory. A grounded theory approach is firmly aligned to the tradition of symbolic interactionism and emphasises a process of emergence, theory development and theory building. A grounded theory approach is also closely aligned to the philosophical perspectives of critical realism, the four constants of qualitative research described by Morse (1994) in Table 4:5 and to the research focus of language and meaning. Glaser and Strauss (1967) proposed grounded theory as a practical method for conducting research that centres upon an interpretive process of analysing the *'the actual production of meanings and concepts used by social actors in real settings'* (Gephart, 2004: 457). The authors argued that new theoretical insight to social situations could be developed by paying careful attention to the contrast between *'the daily realities* [the real and the actual experiences] *of substantive areas'* (Glaser & Strauss, 1967: 239) and the interpretations (the empirical) of those daily realities made by those who participate in them (the consumers). Unlike other interpretive approaches, grounded theory moves beyond description of situations or people towards the critical realist consideration of patterns, themes and causal links that enabled the emergence of theory and ultimately a deeper understanding of how the female mainstream consumer interprets ethical fashion messages and creates meaning that has the potential to influence consumer behaviour.

Constant	Description
1. Comprehending	The need to learn about the setting in order to distinguish the norm from the exception
2. Synthesising	The collection of 'stories' and the identification of critical junctures, variations and patterns of alternative 'stories', during which categories are sorted by commonalities based on segments of transcripts or notes compiled from transcripts.
3. Theorising	The process of constructing alternative explanations until a best fit that explains the data most simply is obtained. This involves asking questions of the data that will create links to established theory.
4. Recontextualisation	The development of the emerging theory so that it is applicable to other settings and populations to which the research may be applied. The goal is to be able to place the results in the context of established knowledge and to claim new contribution

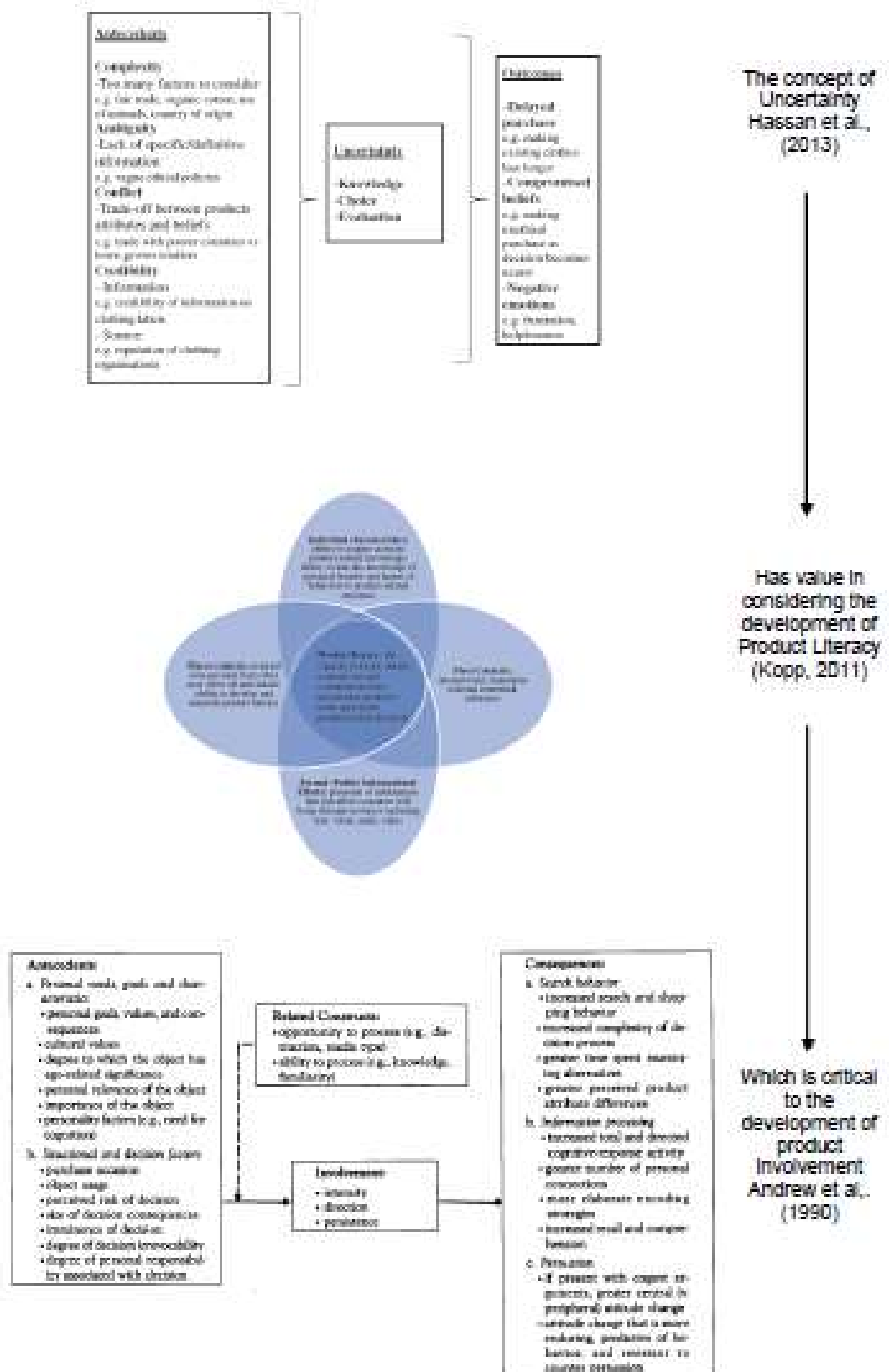
Table 4:5 Four Constants of Qualitative Research (Morse, 1994)

In order to achieve the research aims, the research design for this study has been crafted to ensure alignment with the overarching philosophical framework described above and with careful consideration of the Morse (1994) (cited in Marshall & Rossman, 1999) four constants of qualitative research approach. Table 4:6 illustrates how these perspectives have been used to frame the research questions and to guide the research strategy.

After Blumer (1969) Sym Interactionism	Research aims	Research Questions	After Morse (1994)	Methods
<p>The mainstream female consumer will act, or not, on the basis of the meaning that the words used in the communication of ethical fashion have for her</p> <p>There is some influence of broader social interaction in the mainstream female consumer's construction of meaning and in the development of her knowledge and understanding of the ethical fashion concept</p> <p>The meaning of ethical fashion is interpreted within the context of other social interactions and potentially modified by the female mainstream consumer</p>	<p>Aim 1 to appraise the concepts, theories and policy decisions that inform the mobilisation and mainstream communication of ethical fashion consumption in the UK</p> <p>Entry to Research Questions 2) – 4) inform the sampling strategy for this research</p> <p>Aim 2 to analyse the content of the ethical fashion message in mainstream print media (2006-2008 & 2012)</p> <p>Aim 3 to establish mainstream female consumer understanding of the ethical fashion message</p> <p>Aim 4 to evaluate the effectiveness of ethical / sustainability communications of mainstream fashion retailers (2010 & 2012)</p> <p>Aim 5 to define and test a conceptual model of the complexities of the communications problem in mainstream ethical fashion contexts</p>	<p><i>What theoretical concepts and subject related constructs have 'explanatory power' in developing understanding of the barriers to ethical fashion involvement for the mainstream female consumer?</i></p> <p><i>Who is the mainstream female consumer? What does she read?</i></p> <p><i>What are the ethical fashion messages delivered to this consumer? How are the ethical fashion messages framed? What words and phrases constitute the lexicon of ethical fashion?</i></p> <p><i>What is the mainstream consumer's 'frame of reference'? How does she interpret the lexicon of ethical fashion? How does she 'read' these ethical messages? What do these messages mean to her?</i></p> <p><i>How do High St Retailers use the lexicon of ethical fashion? Are there messages related specifically to clothing? How is the ethical fashion messages framed? Are these messages likely to be understood by the mainstream consumer?</i></p> <p><i>What are the barriers in communicating of ethical fashion to mainstream consumers?</i></p>	<p>Comprehending Synthesising</p> <p>Comprehending Synthesising</p> <p>Comprehending Synthesising</p> <p>Comprehending Synthesising Theorising</p> <p>Comprehending Synthesising Theorising Recontextualisation</p> <p>Theorising Recontextualisation</p>	<p>Literature review</p> <p>Literature review</p> <p>Qualitative Content Analysis</p> <p>Focus Group & Word Association Qual Content Analysis Comparative Analysis</p> <p>Qual Content Analysis Comparative Analysis</p> <p>Comparative Analysis</p>
Grounded Theory Approach (Glaser & Strauss, 1967)				

Table 4:6 Research approach informed by Glaser & Strauss (1967); Blumer (1969) and Morse (1994)

Figure 4:2 Conceptual Framework



4.3 Research Strategy: A Grounded Theory Approach.

Despite differences in ontological and epistemological perspectives, researchers engaged in interpretivist work share two attributes in common with the positivist researcher; an attitude of doubt and a systematically applied procedure for data collection and analysis (Charmaz 2006). Grounded theory is a methodology for developing theory that is grounded in data which is systematically gathered and analysed (Goulding, 2002). The theory emerges and evolves during the research process and is a product of ongoing iterations of data collection and data analysis and is suited to efforts to understand the process by which actors construct meaning out of inter-subjective experience.

In their original statement of the method, Glaser and Strauss (1967) invited their readers to use grounded theory strategies flexibly. Charmaz (2002) rose to this invitation along with peers such as Clarke (2003) to present grounded theory methods as a set of principles and practices, not as prescriptions or packages. The Charmaz constructivist approach to grounded explicitly assumes that any theoretical rendering offers an *interpretive* portrayal of the studied world, not an exact picture of it (Charmaz, 1995, 2000; Guba & Lincoln, 1994; Schwandt, 1994). In adopting the Glaserian approach to grounded theory (Glaser, 1978, 1992), the approach to this research investigation emphasised the emergence of theory which was grounded in the voices of the mainstream consumer participants. To gain insight to mainstream consumer understanding of ethical fashion, rather than verify knowledge through the testing of theory, this grounded theory approach to data collection and analysis favoured a process of systematic knowledge generation prior to the consideration of theoretical development.

Contrary to popular misconceptions, this does not render grounded theory as 'a theoretical', an understanding of related theory and empirical work is required in order to enhance theoretical sensitivity. Dunne, (2011) articulates the benefits of undertaking an early literature review when using grounded theory. With extensive reference to a body of related literature, he suggests that it can provide a cogent rationale for a study, (McGhee et al., 2007; Coyne & Cowley, 2006), confirm the gaps in existing knowledge (Creswell, 1998; Hutchinson, 1993), help to contextualise the study (McCann & Clark, 2003), orient the researcher (Urquhart, 2007) and reveal how the phenomenon has been studied to date (Denzin, 2002; McMenamin, 2006). Collectively, these arguments in favour of undertaking a literature review in the

substantive area *before* commencing data collection and analysis are compelling. Finally, Dunne suggests that it can help the researcher gain theoretical sensitivity (McCann & Clark, 2003b; McGhee et al., 2007; Strauss & Corbin, 1998), and importantly, given the complexities of this subject area, develop ‘sensitising concepts’ to assist in the early stages of data analysis (Coffey & Atkinson, 1996; McCann & Clark, 2003). It should be noted, however, that the argument in favour of an early literature review does not negate the fact that a grounded theory researcher should try to approach each new project with a mind that is sufficiently open to allow new, perhaps contradictory, findings to emerge from the raw data. Furthermore, in terms of the argument that engaging with literature may contaminate the grounded theory research by imposing assumptions and preconceptions, the idea that any researcher undertakes a study without some level of prior knowledge or ideas is simply unrealistic. Cutcliffe (2000, p. 1480) posits that *‘no potential researcher is an empty vessel, a person with no history or background’*, while Eisenhardt (2002, p. 12) remarks, *‘it is impossible to achieve this idea of a clean theoretical slate.’* Indeed, Kools, et al. (1996, p. 315) argue that *‘rarely do researchers totally abandon prior substantive or methodological knowledge in the pursuit of understanding a complex social phenomenon’*. As Strübing (2007, p. 587) remarks, the fundamental point is *‘not whether previous knowledge should be used in actual data analysis; the important insight lies rather in how to make proper use of previous knowledge’*.

4.4 The Literature Review & Research Framework

Clarke’s (2003) system of situational analysis has been used to elucidate the range of theoretical concepts that characterise the research problem. Clarke proposes that situational analyses can deeply situate the research individually, collectively and theoretically and that the outcomes should be ‘thick analyses’ of literary concepts (Fosket 2002) which parallel Geertz’s (1973) data related ‘thick descriptions’. In pursuing aim one of this study, the outcome of analysis was a macro level theoretical interpretation of the research problem that gave rise to a set of *sensitising concepts*, or meso level constructs, pertinent to the analysis of mainstream consumer interpretations of ethical fashion in the micro level contexts of media and retailer communication.

Charmaz (2003) refers to sensitising concepts as *‘those background ideas that inform the overall research problem’* (p. 259) that offer ways of seeing, organizing, and understanding experience. In this study, sensitising concepts provided starting points for building analysis and, under the broad themes of ‘communications

process', consumer knowledge' and 'product literacy' were used as points of departure for the analysis of primary data. Consistent with Blumer's (1969) notion of sensitising concepts, these gave the researcher initial ideas to pursue and sensitised the researcher to particular kinds of questions about the barriers to mainstream consumer engagement with ethical fashion. Grounded theorists often begin their studies with certain guiding empirical interests to study and general themes to give a loose frame to those interests which then develop into specific concepts through studying the data and examining ideas via successive levels of analysis. Clarke's (2003) situational analyses moves beyond the 'basic social process' concept of traditional Grounded Theory and builds upon Strauss's framework of social worlds / arenas and negotiations. This approach to analysis, while not used here in its purist form, is clearly aligned to Bhasker's concept of stratified reality and was useful to capture the 'messiness' of the situation and enable structured analyses of the complexity.

The sensitising concepts that have explanatory power in exposing the complexities of the communications problem were considered in Chapter 3 and are presented below in Figure 4:3 as an outline conceptual framework that helped initiate the study. Jabareen (2009:45) defines '*a conceptual framework as a network, or "a plane," of interlinked concepts that together provide a comprehensive understanding of a phenomenon or phenomena.*' According to Miles and Huberman (1994), a conceptual framework lays out the key factors and constructs within a research situation and presumes relationships among them. This is derived from the review of the multidisciplinary bodies of knowledge that relate to and have value in the exploration of the research aims.

4.5 The Research Process

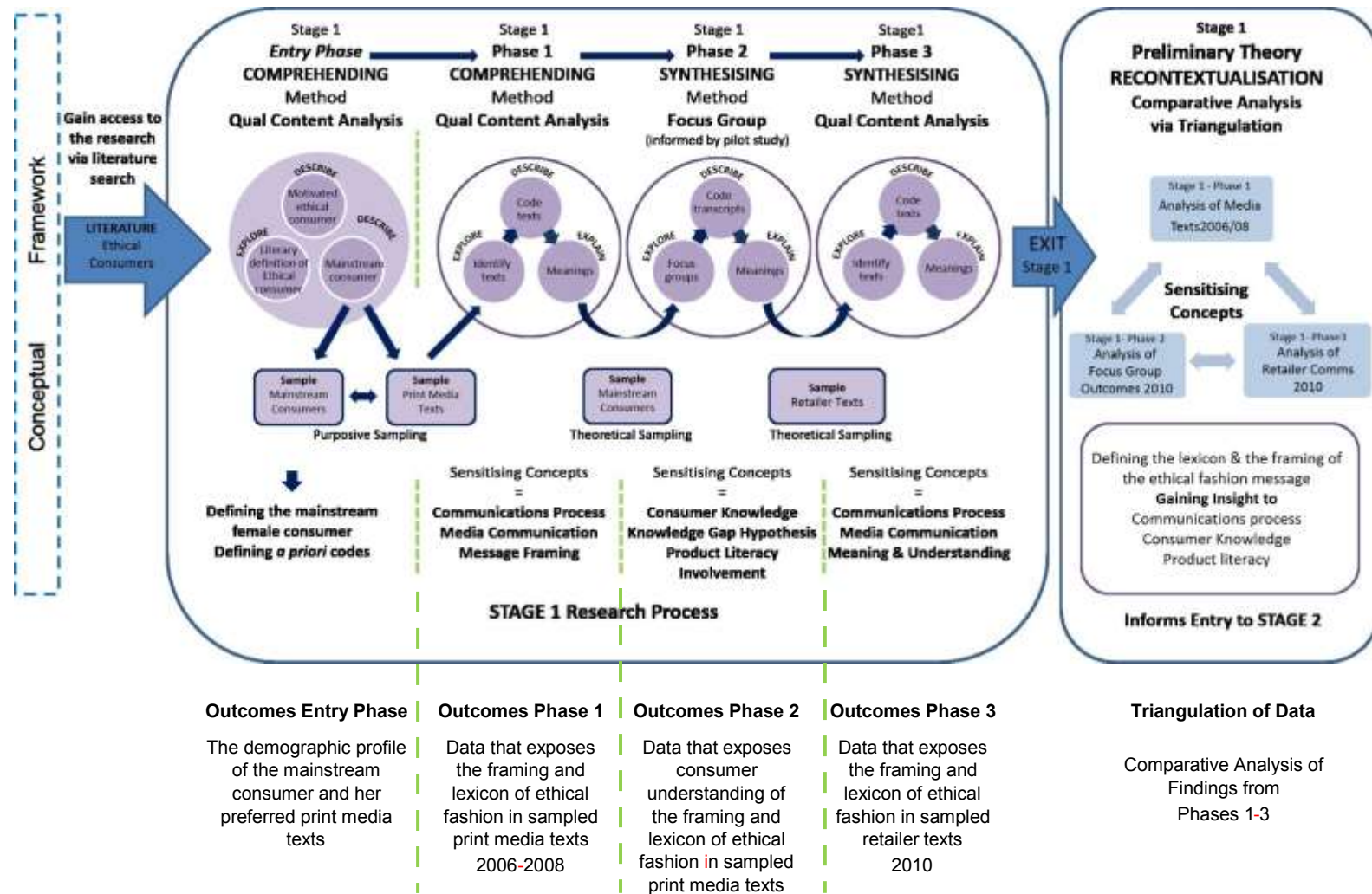
In keeping with the views of Gephart (2004) (see section 4.4), a relativist stance in the research process was critical to the exposure of diversity in meaning and interpretation of the language used to describe and define ethical fashion products. In keeping with its Symbolic Interactionist roots, Charmaz (2006) suggests that, in developing the research process and considering methods for data collection, the decisions of grounded theory researchers should be informed by Glaser and Strauss' (1967) two key concepts of 'constant comparison' in which data are collected and analysed simultaneously, and 'theoretical sampling' which requires that decisions about which data should be collected next are informed by emergence and determined by the theory that is

being constructed. To align with the strata of critical realism, the aim to understand situated meanings and the origin of divergences in meaning was conducive to a sequential approach to data collection and analysis.

Figures 4:3 and 4:7, illustrate the sequential process of data collection, data analysis and theoretical sampling adopted for this study. The diagrams show how the longitudinal research was conducted in two stages, each with several phases, or iterations, of research activity. Full discussion of each stage and phase of research is presented in sections 4.6 – 4.13. The process of qualitative content analysis, coding and the constant comparative method informed the choice of data collection methods and were central to both the analytical approach adopted in this study. In order to generate knowledge about this immature area of research, early stage methods emphasised the collection and analysis of words and statements both printed and spoken. Consonant with a behaviourist approach to content analysis (McNamara, 2005) analytical methods sought insight to basic social process (Glaser, 1978) and the effects that media content, media frames and retailer communication had on consumer understanding, product literacy and involvement with ethical fashion products.

Informed by the Glaserian approach to grounded theory (1978, 1992), in each phase of the research, the constant comparative method supported an iterative and inductive process of data reduction through cycles of coding, recoding and categorisation which gradually exposed the complexities of the ethical fashion message. Tesch (1990) describes the method of comparing and contrasting data as a process to form categories of meaning. In simple terms, Boeije (2002) explains that by comparing pieces of data, coding the data, delineating categories of meaning and connecting them, the researcher is able to inductively develop theory. On the basis of the provisional theoretical ideas that emerged from each phase of the research process, the researcher considered what data would be gathered in order to elaborate the emergent theory, that is, what data should be theoretically sampled.

Figure 4:3 Stage 1 research – gaining access and phases 1-3



4.5.1 Triangulation: establishing validity & reliability

Creswell & Miller (2000, p: 126) define triangulation as a validity procedure and suggest that researchers use the process of triangulation to search for the convergence of themes or categories among multiple and different sources of information. Within a qualitative paradigm, reliability and validity are conceptualised as trustworthiness, rigour and quality (Golafshani, 2003) rather than the search for the generalisability of findings to wider populations and circumstances that is typical of a quantitative, positivist research design. As stated in section 4.4, the aim of this research was to expose and account for the complexity inherent in the communication of ethical fashion to mainstream consumers. The aim was not to present findings that could claim the generalisability of the emergent theory. Within the realist paradigm, Healy and Perry (2000) propose that the validity and reliability of research outcomes are reliant upon the consideration of multiple perspectives of a single reality via the triangulation of the findings of several data sources. Within this study, figures 4:3 and 4:4 illustrate the emphasis of the triangulation process in analysing the primary data collected through the methods of qualitative content analysis and focus group discussion.

The process of triangulation within this study (see the far right box in Figure 4.3) supported a ground theory led investigation that was aligned to the epistemological premises of symbolic interaction and critical realist ontological strata of the empirical, the actual and the real. Patton (2001) advocates the use of triangulation to strengthen a study through the combination of methods to present multiple views of phenomena; in this case a set of interactions between media and consumer, consumer and retailer and, the changes in retailer and media communication over time. In considering the grounded theory perspective, Urquhart (2012) presents triangulation as an analytical process which facilitates the corroboration of findings between a set of methods and, when accompanied by a supporting 'chain of evidence' (see Appendix 4) which clearly communicates of the process of coding, categorisation and constant comparison, can endorse the trustworthiness, rigour and quality, or, the reliability of a grounded theory study.

4.5.2 The Role of the Researcher

'Neither observer nor observed come to a scene untouched by the world. Researchers and research participants make assumptions about what is real, possess stocks of knowledge, occupy social statuses, and pursue purposes that influence their respective views and actions in the presence of each other. Nevertheless, researchers, not participants, are obligated to be reflexive about what we bring to the scene, what we see, and how we see it.'
Charmaz (2002).

As suggested by Charmaz (2002), reflexivity is central to understanding the practice of qualitative research where the researcher is the primary data collection 'instrument'. When used in the context of social science, reflexive means that a method or theory '*takes account of itself or the effect of the personality or the presence of the researcher on what is being investigated*' (Brown 1993, p2522). This suggests that new knowledge is produced through the situated context of the 'knower' producing it and that 'sense making' is a historically and socially contextualised process. In a qualitative study, it must be acknowledged that prior knowledge is a mediating factor in sense making and that data is filtered through the researcher's personal worldview. Charmaz (2000, p. 523), reminds the grounded theory researcher that '*a grounded theorist constructs an image of a reality, not the reality that is, objective, true, and external.*'

Section 4:2 gave insight to the researcher's social realist 'world view'. In conducting the research, the researcher established traceable and robust systems of data collection and data analysis and made conscious efforts to maintain clarity in terms of theoretical predispositions and personal biases (Urquhart, 2012:159) in the reading, evaluation, analysis and interpretations of media texts, focus group transcripts and retailer texts. In the first instance, qualitative content analysis relies heavily on researcher 'reading' and interpretation of media content. The chain of evidence (Urquhart, 2012) of the research practices adopted by the researcher and presented in Appendices 4, 5 and 6 and in the discussion that follows, provide insight to the systems adopted to ensure transparency in the research process.

4.6 Primary research: Stage 1- Entry Phase

4.6.1 Sampling Strategy

Who is the mainstream female consumer? What does she read?

In order to contribute to the academic debates that consider consumer understanding of ethical fashion, it was necessary to ensure that the distinction between the profile of the mainstream consumer and that of the ethically committed consumer was defined. Establishing the demographic characteristics of the female mainstream consumer was critical to this research. Only when these characteristics had been established would it be possible to access the media texts that she was most likely to have read or been exposed to at the peak of media interest in ethical fashion. The ethical fashion literature did not reveal definitive characteristics of the UK's mainstream consumer; relevant texts merely described their sample as 'the general public', (Iwanow et al., 2005; Joergens, 2006; Fisher et al, 2009; Carey and Cervellon, 2014). A body of academic literature that was cited as providing a definition of the ethical consumer (Berkowitz & Lutterman, 1968; Anderson & Cunningham, 1972; Webster, 1975; Van Liere & Dunlap, 1981; Roberts, 1995; Dickson,

2005; Loueiro & Lotade, 2005; Worcester & Dawkins, 2005) was consulted as the means of seeking a theoretically informed profile for the mainstream consumer (see Table 4:7).

Author / Date	Title / Publication	Construct	Demographic Description	NRS Social Grade
Berkowitz & Lutterman (1968)	The Traditional Socially Responsible Personality, Public Opinion Quarterly, Summer 68, Vol.32, Issues 2, p.169	Social responsibility	Middle class, college level (and above) education, predominantly female	B
Anderson & Cunningham (1972)	The Socially Conscious Consumer, Journal of Marketing, Vol 36 (July 1972) pp.23-31	Socially conscious consumer	'a pre middle age adult of relatively high occupational attainment and socio-economic status'	A B
Webster (1975)	Determining the Characteristics of the Socially Conscious Consumer, Journal of Consumer Research, Vol 2, December 1975	Socially conscious consumer	Most likely female member of the upper-middle class counter-culture. Relatively high household income.	A
Van Liere & Dunlap (1980)	The Social Bases of Environmental Concern: A Review of Hypotheses, Explanations and Empirical Evidence, Public Opinion Quarterly, 44, 181 – 197	Environmental concern	Possibly most likely to be female, younger, well-educated and politically liberal	B
Roberts (1995)	Profiling Levels of Socially Responsible Behaviour: A Cluster Analytical approach and its Implications for Marketing, Journal of Marketing Theory & Practice, Fall 95, Vol 3, Issue 4, p.84	Social responsibility	More likely to be female, above average income, College level education, professional occupation, married, home owner	A B
Loueiro & Lotade (2005)	Do fair trade and eco labels in coffee wake up the consumer conscience?, Ecological Economics, 129-138	Consumer conscience	More likely to be older female, higher income, higher levels of education,	A B
Worcester & Dawkins (2005)	Surveying Ethical and Environmental Attitudes, chapter in Ethical Consumer, Sage, London. Eds R Harrison, T Newholm & D Shaw	Characteristics of CSR activists (describe selves as ethical)	Age 35-54, ABC1, college level education	A B C1
Dickson (2005)	Profiling Apparel Label Users, chapter in Ethical Consumer, Sage, London. Eds R Harrison, T Newholm & D Shaw	Ethical consumer behaviour related to the exploitation of workers in the apparel industry	Age 41-60, female, unmarried, college level education, average income.	B C1

Table 4:7: Defining the Ethical Consumer

Using this secondary data and UK National Readership Survey (NRS) social grades, Mosaic and Acorn consumer profiles as the benchmark, a gap analysis technique was used to identify 'who' the typical ethical consumer was and was not. Within the academic literature, the highly motivated consumer was typically defined as having an A or B NRS

profile. Through in-depth consideration of both the academic and technical literature, the profile of the mainstream female consumer, and the sampling frame for the exploratory work, emerged as being aged 22-44 years old in the socio-economic group BC1.

Research suggested that despite the growth in online media content, consumers were more engaged when reading printed material and that print media maintained its stance as a powerful and necessary component of communications campaigns (Forbes, 2012). It was accepted that web based communications are more transitory and print media sources were deemed most relevant to the investigation; the research of Alshaali & Varshney (2005) also reminded the researcher that physical magazines and newspapers remain in circulation for extended periods of time and are often revisited.

In keeping with the concept of purposive sampling, the emergent consumer profile was used to guide the selection of print media that was bought and/or read by the defined group during the period 2006-2008. Following the guidance of Newbold, et al. (2002), the purposive sampling strategy considered the selection of appropriate forms of media, publication dates and the relevance of media content. In order to access relevant ethical fashion messages and in keeping with the grounded theory approach, it was critical to sample the most theoretically relevant media texts (Marshall, 1996; Goulding, 2005; Charmaz, 2006).

Newspapers/Women's Magazine	% of Total Circulation Readership Estimated %		Readership Estimated %
ABC1 Adults Women			
Top 4 Daily Newspapers			
The Sun	16.0	10.9	13.9
Daily Mail	10.3	12.1	10.6
Daily Mirror/Record	9.6	7.0	8.5
Daily Mirror	7.3	5.3	6.4
Related Sunday Newspapers			
News of the World	15.9	11.4	15.0
The Mail on Sunday	11.4	13.5	11.4
Top Free Newspaper			
The Metro	6.8	7.8	5.7
Women's Monthly Periodicals (Top 4 fashion magazines)			
Cosmopolitan		4.2	5.9
Glamour	3.4	3.1	4.6
Vogue	2.5	3.2	4.2
Marie-Claire	2.5	2.9	4.1
	2.3		

Table 4:8 Summary of NRS Readership Estimates Newspapers & Women's Magazines 2008

Purposive sampling considers the anticipated use of the data enabling the researcher to interrogate the data purposefully. In the case of this study, the purpose of selection was to carry out a systematic comparison of the use of ethical fashion terms and media frames across a range of relevant media texts (Barbour, 2001). The media texts that target and

are read by women within the sample profile were identified and those with the highest readership figures selected for the media sample. (see Table 4:8 above).

In order to locate newspaper articles published in the sample texts between 2006 and 2008, a search of the media titles was conducted via “LexisNexis News” and “ProQuest”. A number of subject related search terms were drawn from the Mintel (2009) definitions of ethical fashion discussed in Chapter One, section 1:1, and tested for their value in returning articles. The search terms ‘ethical fashion’, ‘ethical clothing’ and ‘eco fashion’ returned the greatest number of articles. Table 4:9 demonstrates that Lexis Nexis returned no findings in the sample media texts, returns were all published in the broadsheet newspapers such as The Times and The Independent. “ProQuest” database returned the

ProQuest search 2006-2008		Lexis Nexis News search 2006- 08 20	
Daily Mail	12	Daily Mail	0
Daily Post	8	Daily Post	0
The Scotsman	5	The Scotsman	0
Scotland on Sunday	4	Scotland on Sunday	0
Daily Record	3	Daily Record	0
Mail on Sunday	2	Mail on Sunday	0
The Daily Mirror	2	The Daily Mirror	0
The Sun	1	The Sun	0

Table 4:9 Research return ProQuest & Lexis Nexis

greatest number of articles from the full range of appropriate tabloid sources with the exception of the top free newspaper, The Metro, which was not held within the database and was accessed online. A desk-based search of the sample fashion magazines was conducted. Vogue magazine was omitted from the final sample due to the fact that Marie-Claire, which is very close to Vogue in readership figures, had published a special EcoEdition which proved to be a richer source of data for the purpose of the research.

Articles selected for analysis were those that made direct reference to ethical issues in relation to ethical fashion in the title or content of the article. In addition to the top four tabloid newspapers, it was considered appropriate to include in the sample the related Sunday newspapers and the most popular free newspaper in order to facilitate maximum access to any relevant articles that may have been read by females described in the sampling frame. An initial sample of forty-seven newspaper and magazine articles returned a rich seam of appropriate content for analysis.

4.6.2 Data Preparation and Pre-Coding

*What are the ethical fashion messages delivered to this consumer? What words and phrases constitute the lexicon of ethical fashion?
How are the ethical fashion messages framed?*

Aim two of this research was to analyse the content of the ethical fashion message in mainstream print media across two time-periods, 2006-2008 and 2010-2012. Discussion in the literature review explored the proposition that a shared understanding of the terms used to define the ethical fashion concept is critical in developing consumer understanding and in moving consumers toward their participation in aspects of sustainable development and more sustainable lifestyles, (Costanza and Patten, 1995; Glavik and Luckman, 2007; Newig, et al., 2013; Brown, 2013). The purpose of the first stage of data collection was to enable the development of insight to the aspects of ethical fashion communications that may have been the cause of antecedents to consumer uncertainty and barriers to both mainstream consumer literacy and involvement with ethical fashion products.

The primary data collection started with a questioning of the data and the selection of the unit of analysis (McCain 1988, Cavanagh 1997, Guthrie et al. 2004). Classic grounded theory (Glaser & Strauss, 1967; Glaser, 1978) emphasises the analysis of action and process, the first grounded theory question to be asked of the data followed the line of Glaser in asking 'what's happening here?' (Glaser, 1978). Prior to the exploration of articles sampled from the period 2006-2008, it was necessary to expose the lexicon or vocabulary used to present ethical fashion within the media and trade literature. To establish a point of entry to data collection, a set of initial *a priori* codes was drawn from the initial search terms and key words used in the Mintel (2009) definitions of ethical clothing which were presented in Chapter One of the thesis and which are emphasised again in bold text in table 4:10 below.

Despite the fact that Glaser & Strauss (1968) recommend that the grounded theory researcher enters the research domain without *a priori* ideas about the subject, in order to establish how the mainstream consumer interpreted the language of ethical fashion, it was, first of all, necessary to establish and understand how this language was presented in media texts. Before the language of ethical fashion could be understood, the researcher needed to determine the 'word stock' or vocabulary of the language. A set of twenty key words (listed in Table 4.11) were used as a simple list of *a priori* codes that was then used to initiate close reading of the forty seven sources of data and to begin the process of data

Key words	Definition and related vocabulary
Ethical	<i>clothing that takes into consideration the impact of production and trade on the environment and on the people behind the clothes we wear.</i>
Eco	<i>all clothing that has been manufactured using environmentally friendly processes. It includes organic textiles and sustainable materials such as hemp and non-textiles such as bamboo or recycled plastic bottles. It also includes recycled products (clothes made from recycled clothing including vintage, textile and other materials and can also be termed reused) and is not necessarily made from organic fibres.</i>
Organic	<i>means clothes that have been made with a minimum use of chemicals and with minimum damage to the environment and</i>
Fairtrade	<i>is intended to achieve better prices, decent working conditions, local sustainability and fair terms for farmers and workers in the developing world.</i>

Table 4:10 The Mintel set of initial *a priori* codes (after Magnussen, 2009)

collection. In using these words to guide the search for relevant pieces of data, the researcher remained consciously open to the emergence of additional words and phrases.

carbon	Fairtrade
conscience	green
cotton	labour
eco	organic
environment	planet
environmental	recycled
environmentally	rights
ethical	sustainable
ethically	trade
fair	vintage

Table 4:11 Twenty *a priori* codes

Qualitative data analysis software NVivo 8 (QSR, 2008) was used to store the media articles and to facilitate the organisation of the texts. Electronic storage of the articles and the use of NVivo's hierarchical coding framework also facilitated ease in carrying out the manual task of coding each article line by line. In analysing the data, the researcher's experience was similar to that of Buchanan and Jones (2010) in that patterns and themes in the data were more easily identified and the categorisation of codes simplified via the use of Nvivo's system of 'nodes' (see Appendix 4:3). In keeping with the views of Welsh (2002), the researcher found that NVivo supported accuracy and transparency in the recording of the research process, and the ability to adhere to Urquart's (2013) recommendation for an explicit chain of evidence in the recording of the analytical

procedures. It is recognised that the use of software to support data analysis can be misconstrued; assumptions that the software does the analysis on behalf of the researcher are often reported (Welsh, 2002). Decisions about data collection, coding decisions, decisions about how to categorise and conceptualise the data were all carried out by the researcher. NVivo was used only as a tool to collect, store, arrange analysis and facilitate the reporting of the data.

In reading each media text, the researcher posed the question ‘how is ethical fashion defined in this article?’. The units of analysis considered at this stage were the full articles. The articles were analysed, in NVivo, line by line and pieces of data, typically sentences and paragraphs, were coded to nodes that represented one or more of the twenty adjectives used to describe ethical fashion. This preparatory, pre-coding stage of data collection and preliminary analysis, enabled the researcher to determine how ethical fashion had been defined within the context print media texts during the period 2006-2008. Despite the emphasis upon a qualitative approach to analysis, this pre-coding stage helped to determine the frequency of the use of ethical fashion terms across the sample texts. This enabled the researcher to determine the adjectives which had been used the most and led to the identification of the richest seams of enquiry. Pre-coding initiated a process of data reduction which enabled the researcher to focus upon the most relevant sources of data. Of the initial twenty *a priori* codes, fifteen were found to be the most

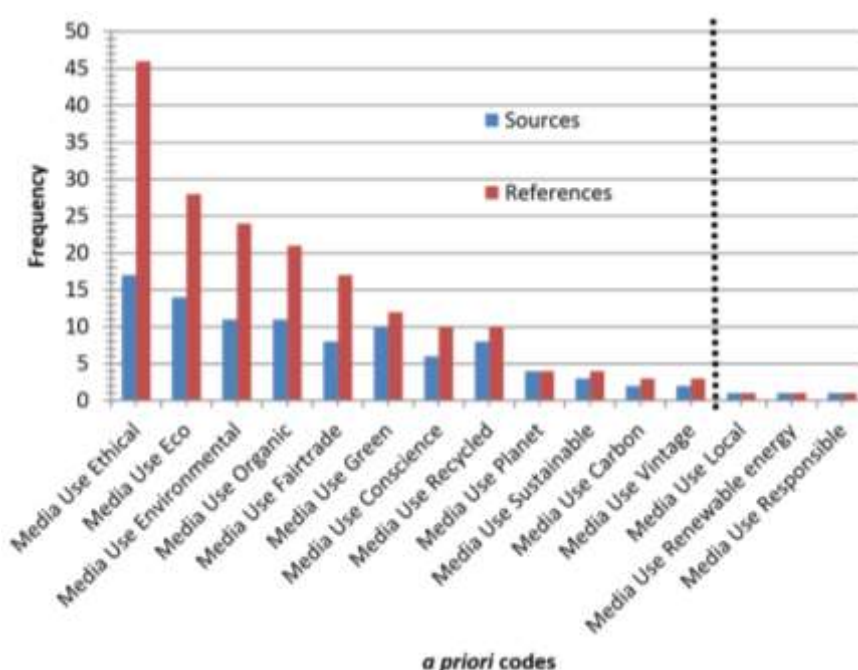


Figure 4:4 NVivo model of coding frequency by publication

prevalent and these fifteen codes were found to be used the most in twenty-one of the sample of forty-seven articles. Figure 4:5 below illustrates, via NVivo, the frequency of a

priori codes to each of the twenty-one articles. To assist in the following coding of the reduced media sample that followed pre-coding, *a priori* codes were renamed in order to more closely guide the later stages of analysis. Each code was given the pre-fix 'media use of...'. The final sample of articles, listed below in Table 4:12, were deemed to have the richest level of content with regard to the range of terms used to define ethical fashion. Those from The Metro were sourced via the newspaper's own website, but, only selected if they had appeared in print. The size of this sample is deemed appropriate to support the depth and focus of qualitative content analysis (Mayring, 2000; McNamara, 2005).

Media	Title	Edition	Article Title
Newspaper	The Daily Mail	15 May 2006	All's trendy Eden line may be just too green for America' by Liz Todd
Newspaper	The Daily Mail	5 June 2008	Eco Chic' by Shashina Goldstein
Newspaper	The Daily Mail	13 November 2006	Guilt-free fashion?' by Andrea Thompson
Newspaper	The Daily Mail	7 September 2007	Bamboo bras and the 30 other 'must haves' for the environmentally friendly fashion victim. Author unknown
Newspaper	The Mail on Sunday	22 April 2007	More Fibres' by Josh Sims
Newspaper	The Mail on Sunday	22 April 2007	The dirty truth about David's green laurels' by Simon Perry
Newspaper	The Sun	11 September 2006	Is Green the New Black?' by Erica Davies
Newspaper	The Sun	17 October 2008	'Sun Spot' Author Unknown
Newspaper	The Sun	12 March 2007	'Cricket' by Neil Syson
Newspaper	The Sun	28 April 2007	Eco bag 'can' by Kathryn Lister
Newspaper	The Sun	07 July 2006	Are You the Eco Chic-est?' by Toni Jones
Newspaper	The News of the World	22 June 2008	'Finnerys from hell' by Dan McDougall & Emma McMenamy
Newspaper	The News of the World	12 June 2008	If it's Green, it's here' by Caroline Monahan
Newspaper	The Mirror	23 June 2008	Is ethical shopping a luxury we can afford?, exclusive Primark caught using child labour' by Damien Fletcher
Newspaper	Metro	8 February 2007	'Good causes sweep NY fashion week' Author unknown
Newspaper	Metro	5 December 2008	Primark Workers 'earn 7p an hour' Author unknown
Fashion Magazine	Cosmopolitan	April 2008	BBC launch eco- fabulous fashion mag' by Bridget March
Fashion Magazine	Glamour	April 2008	'Green Goddess' Author unknown
Fashion Magazine	Marie Claire	June 2008 (Eco Edition)	
Fashion Magazine	Marie Claire	June 2008 (Eco Edition)	'Mary Queen of Green' by Mary Portas
Fashion Magazine	Marie Claire	June 2008 (Eco Edition)	'Fashion Challenge' by E Sibbles, H Pool, J Dyson

Table 4:12 Final sample of print media texts

In order to answer the question, 'how is the ethical fashion message framed?' the first of the sensitising concepts was brought to bear upon the data. While the process of precoding served to analyse the texts for media use of specific terms, analysis sought also to expose the framing devices used in the communication of ethical fashion products. As discussed in the literature review this study adopts the Entman (1993) definition of a media frame as *"the selection of some aspects of a perceived reality [that] makes them more salient in a communicating text, [so as] to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation"* (p:52).

Reflection upon the Entman definition and the work of Newig et al (2013) led to the development of a different set of *a priori* codes for this purpose. Newig et al's. concepts of communication **about**, **for** and **of** sustainable development were adapted to sensitise the researcher in the search for the communication processes within the sample texts and to determine whether the articles were **about** (CaEF), **for** (CfEF) or **of** (CoEF), ethical fashion. Table 4:13 shows the coding guide that was used support consideration of whether the

purpose of a piece of communication was to a) create common understanding of ethical fashion (*CaEF*), b) to provide information to inform and educate the reader (*CoEF*) or c) to inspire action by the reader (*CfEF*) in terms of ethical fashion consumption..

<i>a priori</i> code	Description (informed by Newig et al., 2013)
Communication ABOUT Ethical Fashion (<i>CaEF</i>) Entman's problem definition	The article will serve the important function of framing issues surrounding ethical fashion and structuring facts, arguments and claims to create a common understanding of the issues at stake, of the goals that should be pursued, and of who needs to take action. EMPHASIS = DISCURSIVE: to create common understanding
Communication OF Ethical Fashion (<i>CoEF</i>) Entman's moral evaluation and causal interpretation	The article will pursue the objective of communicating issues and their causes. Journalists will provide information about retailer action in relation to ethical fashion and related phenomena EMPHASIS = INFORMATIVE: to inform and educate individuals, and to achieve social engagement and action
Communication FOR Ethical Fashion (<i>CfEF</i>) Entman's treatment recommendation	The objective of the article will be to facilitate societal transformation towards the goals of sustainable development through ethical fashion consumption. EMPHASIS = PROMOTIONAL: to inspire consumer action

Table 4:13 The final *a priori* codes: frame analysis informed by Entman (1993) & Newig et al.,(2013)

4.7 Primary research: Stage 1- Phase 1

What words and phrases constitute the lexicon of ethical fashion? How are the ethical fashion messages framed?

The analysis required of the first stage of this critical realist research was that which examined the relationship between the text (the actual), mainstream consumer interpretation of media and retailer texts (the empirical) and the contextual factors (the real) which may have influenced consumer interpretation. In phase one of stage one research, the use of the qualitative content analysis recognised that media texts are polysemic; open to multiple meanings and interpretations by a range of readers (McNamara, 2005). The value of this method to this study was its close affinity to Bhasker's (1978) three domains of the critical realist ontology its focus upon the search for meaning, the situations in which meaning emerges and the importance of interaction for the communications process (Altheide, 1996).

4.7.1 Data Analysis

The purpose of this phase of data analysis was to make explicit, the aspects of media communications which could be described as the source of the discursive confusion, the lack of public understanding and the cause of consumer uncertainty, (Thomas, 2008; Fisher, et al, 2009; Markulla and Moisander, 2012; Hassan et al., 2013; Carey and Cervillon, 2014). The method of qualitative content analysis was used in order to expose how the ethical fashion message was conveyed to the mainstream consumer in

mainstream print media at the height of media interest in 2006-2008. In order to determine any change in the message over time, the same form of analysis was conducted on media texts sampled from 2010-2012, for stage 2 of the research. Media content analysis is a non-intrusive research method that allows examination of a wide range of data over an extensive period (McNamara, 2005). As stated by Newbold et al. (2002:84) quantitative content analysis is not '*able to capture the context within which a media text becomes meaningful*'. Quantitative content analysis was deemed inappropriate for this study.

In adopting a qualitative approach to content analysis the researcher was able to develop knowledge about the research context; to describe and make inferences about the characteristics of the ethical fashion message and then, through focus group discussion, make inferences about the consequences of ethical fashion communications (Bereleson, 1952; Newbold et al., 2002; MacNamara, 2005). It was recognised that quantitative content analysis could conform to the scientific method and produce findings that would have been considered more 'reliable', however, the qualitative analysis of texts was necessary in order to gain insight to their meanings and likely interpretations by audiences, (McNamara, 2005).

Qualitative forms of content analysis do not assume highly stable meanings of words but rather, include a sensitivity to the usage of words and the context in which they are used. This approach is similar to the method of discourse analysis. While discourse analysis emphasises the analysis of power, dominance, and inequality between social groups, qualitative content analysis can be used within the context of a specific discourse in its evaluations of social reality (Hardy, 2004). Informed by the content of Table 4:14, the content analysis for this study was conducted within the broad 'discourse' of sustainable development and sustainable consumption and, much like the core of any form of discourse analysis, aimed to expose the precarious nature of meaning and its shifting and contested nature. (Gephart, 1993).

There are no systematic rules to guide the method of content analysis or to guide the analysis of content derived data. However, a key feature of the method is that the many words of a text are classified into much smaller content categories (Weber 1990, Burnard 1996). In both inductive and deductive analysis, the method, much like the process of grounded theory coding, is usually carried out in three main phases: preparation, organising and reporting. The preparation phase starts with selecting the unit of analysis (McCain 1988, Cavanagh 1997, Guthrie et al. 2004), this can be a word or a theme (Polit & Beck 2004). A unit of meaning can consist of more than one sentence and contain several meanings. When starting the analysis, the researcher must also decide whether

to analyse only the manifest content or the latent content as well. This was discussed in the previous section.

Dealing with Meaning	There is no inherent meaning in the text; meanings are constructed in a particular context; and the author, consumer, and researcher all play a role. There is no way to separate meaning from context and any attempt to count must deal with the precarious nature of meaning.
Dealing with Categories	Categories emerge from the data. However, existing empirical research and theoretical work provide ideas for what to look for and the research question provides an initial simple frame.
Dealing with Technique	The categories that emerge from the data allow for coding schemes involving counting occurrences of meanings in the text. Analysis is an interactive process of working back and forth between the texts and the categories.
Dealing with Context	The analysis must locate the meaning of the text in relation to a social context and to other texts and discourses.
Dealing with Reliability	The results are reliable to the degree that they are understandable and plausible to others i.e. does the researcher explain how s/he came up with the analysis in a way that the reader can make sense of?
Dealing with Validity	The results are valid to the degree that they show how patterns in the meaning of texts are constitutive of reality.
Dealing with Reflexivity	To what extent does the analysis take into account the role that the author plays in making meaning? Does the analysis show different ways in which this meaning might be consumed? Is the analysis sensitive to the way the patterns are identified and explained.

Table 4:14 Using Content analysis within a Discourse Analytic Approach (Hardy et al, 2004)

4.7.2 The Coding Procedure

As explained above, and suggested in earlier sections of this chapter, in accordance with Hardy et al., (2004), analysis took account of meaning, categories, technique, context, reliability, validity and reflexivity. Qualitative content analysis was conducted within a framework of grounded theory coding, informed by Glaser (1998), Charmaz (2004), Saldana (2009) and Urquhart (2012), and as discussed previously, recorded using NVivo 8 (QRS, 2008) and later Nvivo 10 (QRS, 2013).

Urquhart (2012, p:35) defines coding as the start of the analytical process and *'the term used for attaching conceptual labels to data'*. A thorough analysis of the ethical fashion message delivered through the sample was made possible via the process of precoding followed by *initial coding*, *process coding*, *selective coding* and finally *theoretical coding* (Saldana, 2009). This particular approach to the coding exercise was implemented in order to facilitate maximum capture of diversity in the communication of ethical fashion in the sample media texts. Figure 4:6 below illustrates the coding procedure devised for this study. Glaser & Strauss, (1967) present the constant comparative method as an iterative and inductive process of reducing the data through constant coding, review and recoding of the data. In each iteration or cycle of coding, pieces of data were compared to other pieces (or incidents) of data in order to establish how ethical

fashion was presented and defined within and between each article. This process began with a cycle of pre-coding which was discussed in section 4.6.2. Close analysis of the data began with initial (or open) coding to initiate the cycle of data reduction through the development of codes and early stage categories of meaning. From the first round of data reduction, recoding and further reduction allows possible core categories to emerge (Glaser & Strauss, 1967; Glaser, 1978; Charmaz, 2002). As the coding cycle progressed 'upwards' through each of the four interactions of comparison, the codes and categories became increasingly abstract as the process moved towards the comparison of incident to incident, incident to category, category to category and category to concept.

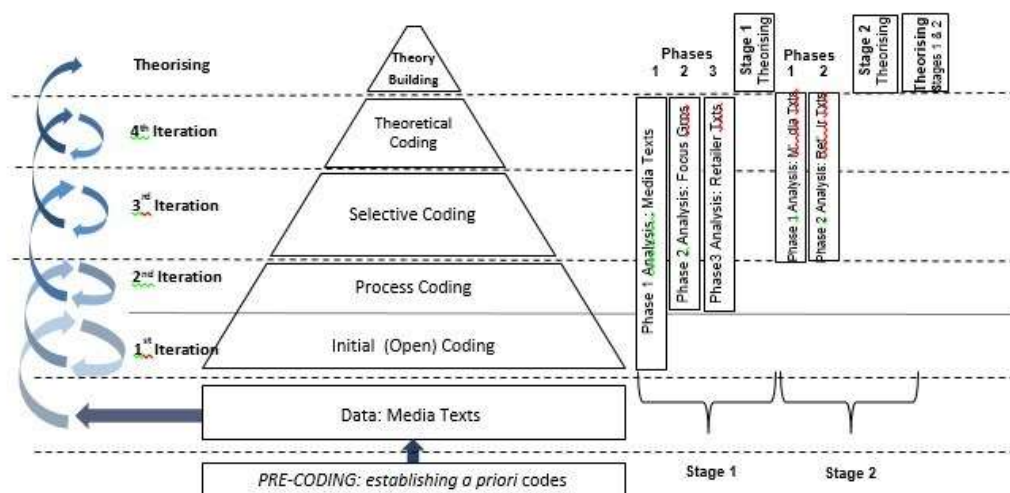


Figure 4:5 The Coding Procedure

The coding process was supported, in NVivo, by a process of conceptual memo-ing in order to record insights and observations regarding the emerging theory. The analytical methods used in this study were predominantly qualitative in nature however, quantitative data was generated to support explanation of the qualitative findings. Word-derived numbers, such as the word frequencies and frequencies of certain codes supported the process of data reduction and helped to explain patterns in the text-based findings (Miles and Huberman, 1994).

4.7.2.1 Initial Coding

Initial coding (iteration 1 in Figure 4:6) was used to order to determine how in the media sample each word or phrase in the *a priori* code list was used to describe or discuss ethical fashion. This required that the data be fractured and broken into its component parts to enable the examination of all sentences in Nvivo 8 related to a particular definition or description of ethical fashion. The initial codes summarise in a word or phrase the basic

topic of a sentence or group of sentences. The codes, although provisional and tentative, gave insight to the range of ways that it was possible to interpret ethical fashion. Initial codes were predominantly descriptive, they did not expose the substance of the content (Tesch, 1990) in terms of its meaning; they provided a label for a definition of ethical fashion and insight to what each *a priori* code had been 'related to'. Initial coding was followed by a cycle of *process coding* (iteration 2 in figure 5:1) which explained the initial codes and led to more detailed categorisation of data.

4.7.2.2 Process Coding

Process coding (iteration 2 in figure 4:6), served to make the implicit, explicit through exposure of 'the substance' of the media content. Using gerunds as the basis of each code, process codes were used to expose the meaning of ethical fashion in terms of the action and interaction (Saldana, 2012) that was embedded within each sentence and in the implied framing of each article. Through this process, each sentence was closely considered and constantly compared to others in order to determine the tacit assumptions embedded within it. In accordance with Glaser (1978), Charmaz (2006) and Saldana (2009), adopting gerunds fostered theoretical sensitivity; in using them the researcher progressed from static topics into the exposure of enacted processes (Charmaz, 2006:136) Gerunds prompted the coding of meaning and actions.

4.7.2.3 Selective Coding

To categorise and explain the codes further in the move towards data reduction and the development of theory, a cycle of *selective coding* (iteration 3 in figure 4:6) led to the clustering of each *a priori* code's process codes into 'categories of meaning'. Close analysis of these categories of meaning then led to the further reduction of data which informed the organisation of abstract concepts into three core categories that represented the meanings of ethical fashion as it was presented in the media texts, in the UK, between 2006 and 2008. Each iteration of coding, in each phase of analysis, was continued to the point of theoretical saturation; the point at which no new properties or meanings emerged from continued coding. Selective coding exposed distinct categories of meaning during the third iteration of analysis and codes were renamed accordingly. The prefix 'Media use of...' was removed from each *a priori* code and the suffix '....means' was added in order to signify the clarification of meaning.

4.7.2.4 Theoretical Coding

In the process of comparing category to incident of meaning and category to category, emergent concepts became increasingly abstract as analysis led to the development of

theoretical codes. These emergent and tentative theoretical codes (iteration 4 in figure 4:6) were progressively reevaluated in each phase of the research and are used in Chapter Seven to build and model a theory of mainstream consumer understanding of ethical fashion

4.8 Primary research: Stage 1- Phase 2

Aim 3 of this study was to establish mainstream female consumer understanding of the ethical fashion message. In keeping with the premises of grounded theory, the findings of phase 1 of stage one of the research were used to enable entry to phase 2 and to inform exposure of and comparison to the mainstream consumers' construction of the ethical fashion concept. The fundamental purpose of the investigation was to gain meaningful insight into cultural contexts that may influence mainstream consumer receptivity to the ethical fashion message and to the factors of experience and lifestyle that may differentiate interpretations between participants. It was critical that the methodological choices made to engage with female consumers would help to expose mainstream consumers' construction of the ethical fashion concept. The focus group was deemed an appropriate method for the second phase of data collection for two reasons: a) this method has been used successfully in the study of ethical purchasing behaviour (Amyx et al, 1994; Thompson, 1995; Follows & Jobber, 2000; Calvin & Lewis, 2005) and b) to facilitate the exploratory nature of the research and provide a medium for the generation of rich consumer insight (Fern, 1982).

Founded upon the premise that understanding, significance, and meaning are developed not separately within or by the mainstream consumer, but in coordination with other social contexts and social actors, the central aim of Phase 2 analysis was to explore and develop insight to the mainstream consumer's knowledge and understanding of the ethical fashion message. The findings of Phase 1 were tested and developed in Phase 2 as focus group discussion with mainstream consumers served to saturate and possibly extend the emergent theoretical codes and their properties. Holding the assumption that knowledge is constructed through communication (Sayer, 2000; Wikgren, 2004:14), through a set of semi-structured focus group activities and focus group discussion, the researcher was able to explore, expose and explain the social mechanisms and causal patterns that provide insight to a perceived lack of mainstream consumer engagement with the ethical fashion concept.

4.8.1 The Focus Group Strategy

Calvin & Lewis (2005) present focus group activity as an effective method of exploratory data collection, particularly when literature in a subject area is limited or when an area of investigation is relatively new to a subject area, Krueger and Casey (2000, p:5) define a focus group as a *'carefully planned series of discussions designed to obtain perceptions on a defined area of interest'* while Barrows, (2000, p193) presents focus groups *'as a type of a group interview where a small group of individuals are gathered together for the purpose of discussing one (or sometimes more) topic of interest.'*

An advantage of the focus group method to this study was its ability to facilitate discussion with female mainstream consumers of a particular demographic profile, in order to gain insight to their understanding and interpretation of the language of ethical fashion. Fern, (1992), Barrows, (2000) and Hines (2000) suggest that the focus group environment is possibly the most valuable in enabling a researcher to develop in-depth insight to participants' perspectives in any given subject. McClelland (1994) and Threlfall (1999) confirm the value of focus groups within an inductive and triangulated research design such as that presented in this thesis.

Given the emphasis of this investigation it was clear that the demographic profile of focus group participants should be homogenous (Morgan, 1988). The number of participants that should take part in a focus group discussion is an area of academic debate (Gibbs, 1997; Boddy, 2005; Calvin & Lewis, 2005) however, Krueger, (1994) and Prince and Davies'(2001) propose that groups of 4 to 6 participants may prove the optimum environment; that which is most conducive to full participant engagement, an open sharing of views and the generation of a rich body of primary data. However, Dreachslin, (1999) and Gibbs, (1997) warn of the fact that too much homogeneity within a focus group setting with few participants, could limit the range of perspectives shared and, at worst, render the findings invalid. This is an issue that could however be addressed by the number of focus group sessions held. In taking steps to address this issue, Krueger (1994) argues that in any one study using the focus group method, a researcher should hold a minimum of three focus group sessions.

While clear about the advantages of the focus group method to the research presented in this thesis, the researcher was considerate of the inherent limitations of the need to engage participants from a homogenous demographic. Convenience sampling (Strauss and Corbin,1998) was used to establish the homogenous set of focus group participants for a pilot study. Personal networks (Valerio et al., 2016) were used to identify potential participants while respondents directly known by the researcher were not included. The

value of a pilot study to phase 2 of stage one research became clear, and not only from the perspective of participant profile but also to test the choice of research methods.

4.8.2 Pilot Focus Group Activity

The pilot focus group session consisted of three parts; 1) the Q sort, 2) word association / meaning exercise 3) semi structured discussion.

- 1) *Q Sort*: The Q method condition of instruction operationalised the hypothetical constructs that emerged from the process of content analysis. Instructions required that the participants systematically rank-order the Q set according to those that are 'most characteristic of my viewpoint' to those that are 'most uncharacteristic of my viewpoint'. Each member of the group carried out the Q sort independently and then reformed as a group to participate in semi structured discussion.
- 2) *Word Association*: In addition to use in the preparation for Q methodology, the initial codes were used to determine a list of repeatedly occurring words and terms used to define ethical fashion that could be presented to and discussed with the participant group to determine each individual's interpretation of them and to determine what was associated with their use. To avoid peer contamination, each participant recorded her own responses onto a pro-forma supplied by the researcher.
- 3) *Semi structured discussion* explored the results of the Q Sort, the associations and meaning of the words used to communicate ethical fashion products and explored the social interactions or experiences that had led to the attachment of these associations and meanings by the individual participant.

The findings of the pilot study are reported in the conference paper in Appendix 7. While the process of convenience sampling proved valuable in securing an homogenous participant group, the Q sort was found to be an overly complex method for participant engagement. Post pilot study, the decision was taken to replace Q method with a simpler word definition exercise. It became apparent that to facilitate exploration of mainstream consumer interpretations of the terms used in the sample media communications, a word association exercise might be useful tool to use within a focus group setting. This enabling, projective technique (Will, Eadie & MacAskill, 1996) could be useful to guide participants in reflection upon their knowledge of ethical fashion and sustainability related issues. Projective techniques are classified as a structured- indirect way of investigating the whys of situations (Webb, 1992:125).

Framing describes how people use information and presentation features regarding issues as they form impressions. The word association exercise was also used with participants to uncover the frames of reference used to interpret the words used in presenting ethical fashion (Webb, 1992:125-126). This may have been difficult to articulate by other means. The exercise was used to expose variation in personal frames of reference and to gain insight to the social experiences that informed their interpretations.

4.8.2.1 Recruitment of Additional Participants

As indicated by the use of purposive sampling and convenience sampling, the researcher has adopted a non-probability approach to sampling procedures to ensure that data sources are representative of the specific populations under review (Saunders et al, 2003). In addition, non-probability sampling is appropriate given that the aim of the research is to develop specific insights to the research problem rather than draw statistical inferences from the data that might then be generalised to wider social contexts.

Post pilot study, participants for all further focus group events were recruited via a combination of convenience and snowball sampling. Valerio, et al., (2016) in Table 4.15 illustrate the strengths and limitations of both sampling methods. Convenience sampling enabled the researcher to contact known individuals in specific job roles e.g. administrative work, while the snowballing method enabled the researcher to access and recruit additional participants in the same or similar job roles or demographic contexts. Demographic homogeneity, rather than a limitation for the research was a specific criteria for recruitment. While literature suggests that the snowball method may lead to fears of free sharing of information, the combination of convenience and snowballing allowed the conveniently sampled participants to provide some information about the nature of the researcher (rather than the research) to support ease in participation and to assist in the assurance of credibility and consistency in the research design.

Method	Definition	Strengths	Limitations
Convenience Sampling	The researcher uses existing relationships to identify participants.	Benefits from existing relationships to identify participants. Can focus on recruitment from specific locations, settings or activities Efficient and inexpensive May complete quickly	May result in homogeneous sampling frame Limited generalizability to broader population Less rigorous if organizations or partners do not follow a process to identify participants.
Snowball Sampling	A small number of individuals with specific characteristics recruit, on behalf of the researcher, others with these characteristics from their networks or community.	Reach to participants with same characteristics Based on networks and relationships which may lend credibility to research.	Referral contact may not be effective in identifying diverse individuals. Referral contact may only identify participants meeting specific characteristics. Participants may not share information freely for fear of privacy or confidentiality – especially in qualitative study

Table 4:15 Sampling methods for Focus Group Participants after Valerio, et al. (2016)

4.9 Ethical Considerations

To ensure the quality and integrity of the research and in alignment with the considerations proposed by Saunders et al., (2003), Prior to the focus group event, the researcher sought the informed consent of participants to use their anonymised data (see data letter of consent and data sheets in Appendix 4). Ethical interactions with participants were guided by communication regarding the nature of the research, the voluntary nature of their participation, the purpose and extent of their involvement, the implications of the data collection methods, anonymity and confidentiality and their right to withdraw at any point in the data collection process (Blaikie, 2000).

Participants were asked to grant permission for the focus group sessions to be video recorded and were assigned pseudonyms prior to transcription and analysis. All activities were carried out with consideration of Manchester Metropolitan University's research ethics framework. The research plan gained approval, also evidenced in Appendix 4.

In the use of media texts in phase 1 and retailer texts in phase 3 of the research, documents were freely available and in the public domain. As proposed by Bryman and Bell (2007), given the free, public access to such texts, consent is deemed to be implied. While ethical approval is not formally sought to guide access to these sources of data, the researcher is responsible for accurately representing all findings and for acknowledging the data sources. The evidence of accuracy can be traced through documents held in NVivo and the systematic recording, coding, analysis and reporting of data and findings.

4.10 Primary research: Stage 1- Phase 3

4.10.1 Retailer Texts: Qualitative Content Analysis

The data collection and data analysis conducted in Phase 3 of Stage 1, addressed Aim 4 of the research - *to evaluate the effectiveness of ethical / sustainability communication of mainstream fashion retailers*. This closing phase of Stage 1 was carried out in order to gain further insight to a number of the concepts that had emerged in Phases 1 & 2. The same process of qualitative content analysis and coding were applied to a theoretically sampled set of High Street retailers. Adopting the process of theoretical sampling, the retailers were selected on the basis of their popularity research amongst participants

In planning for the data collection for Phase 3 of the research, observational visits took place to each of the sample retailers. The stores selected were those considered flagship stores in both Manchester and West Yorkshire. Two Tesco stores were visited in 2010; Stockport and Batley, shortly after the launch of the From Somewhere collections for the F&F brand. H&M Manchester and Leeds were visited during the sale of the 2010 Garden Collection. M&S in Manchester and Pudsey were visited in the same period. The purpose of the visits was to observe the visibility and accessibility of information related to the ethical clothing options available within each store prior to seeking access from each retailer to conduct more in-depth in-store research. The researcher browsed through stores while carrying out her own personal shopping to consciously experience the environment in the process of her own shopping routine.

While it was found that in the fresh fruit and vegetable area of Tesco the words 'organic' and 'Fairtrade' were seen frequently in point of sale material and food labels, little was seen elsewhere other than in the labelling of tea, coffee, chocolate, toilet tissue and cleaning products which also included use of the words 'recycled' and 'eco'. At the time of the visits, the From Somewhere collection for Tesco clothing label F&F were on sale racks with, despite some print press and online advertising (Appendix 8, CD), no evidence of in-store promotion. Garment labels provided information regarding the clothing's origin but little more. In speaking with sales staff, it was confirmed that beyond photographic images of selected styles, there had not been any specific or more informative in-store promotion for the range.

In visiting M&S, it was observed that within the food department there was a broad range of informational boards that provided information about sustainability within the food supply

chain for example sustainable fish sources and the origin of organic produce. In the women's clothing area, there was signage promoting the 'wash at 30' campaign and the Oxfam Clothes Exchange campaign in which customers were encouraged to take old clothes to Oxfam in exchange for an M&S voucher. In terms of clothing, there was evidence only of a range of basic T-Shirts made with Fairtrade cotton with information provided on swing tags and small point of sale boards.

The visit to H&M coincided with the launch of The Garden Collection and the explicit use of the word 'conscious' in point of sale material. All labelling of the garments in The Garden Collection provided H&M with an opportunity to promote their 'conscious actions'. Despite this, unless a consumer had specific interest in The Garden Collection, information about the brand's ethical values remained relatively unseen.

Given the variations between the information provided within each retailer's sales environment, it became evident that there were severe limitations presented by the few sources of information and textual data. Despite each retailer's espoused commitment to sustainable actions, instore information would not fully support a like-for-like comparison in their use of the *a-priori* codes. In reviewing the website of each retailer, it became clear that they all provided customer access to the company's corporate social responsibility reports the reports published in the year 2010 were selected and the content analysed using the same protocol established for the content analysis of media articles in Phase 1.

4.11 Primary research: Stage 1- Preliminary Theory

In order to fully engage with a process of theory development, phase 4 of Stage 1 research was founded upon a process of triangulation and comparative analysis. As discussed earlier, grounded theory is founded upon the use of constant comparative methods active researcher engagement in the analysis and interpretation of data. Comparing the data, codes, and categories that have emerged from the previous iterations of analysis helped to define analytic properties and subject them to rigorous scrutiny. Theoretical codes that emerged from the data analysis of media texts, consumer discussion and retailer texts were analysed to establish relationships between emergent frames (section 5:5).

4.12 Summary of Research Process Stage 1

The research process for Stage 1 data collection and data analysis can be simplified and summarised as follows:

- Using academic literature cross referenced with Mosiac & Acorn consumer profiles, establish the demographic profile of the mainstream consumer
- Using NRS data, determine which newspapers and magazines are read by the defined mainstream consumer
- Using search terms 'ethical fashion', 'ethical clothing' and 'eco fashion' carry out desk based research and search ProQuest database to seek out newspaper and magazine articles that promote or discuss ethical fashion
- Using content analysis and the process of initial, process, selective and theoretical coding, analyse the framing of the article and the use of the words to describe and define ethical fashion
- Establish the words and themes used to present ethical fashion
- Using a combination of convenience and snowball sampling, recruit demographically suitable participants for focus group discussion.
- Using a combination of word association, word definition and focus group discussion, establish participant understanding of the words used to define and describe ethical fashion.
- Examine the similarities and differences in participant and media framing of the lexicon of ethical fashion
- Using content analysis and the process of initial, process, selective and theoretical coding, analyse the participants' framing and use of the words to describe and define ethical fashion
- Access and analyse the online Corporate Social Responsibility reports of participants preferred High Street stores.
- Using content analysis and the process of initial, process, selective and theoretical coding, analyse the framing of the reports and the use of the words to describe and define ethical fashion or clothing
- Conduct a comparative analysis of the findings of words, frames and themes that emerge from each phase of research to expose
 - the words, frames and themes evident in the media texts
 - the words, frames and themes evident in the focus group transcripts
 - the words, frames and themes evident in the retailer texts
- Conduct a preliminary evaluation and contextualisation of the findings in relation to the literature

4.13 Primary research: Stage 2- Phase 1

The analysis required of the second stage of this critical realist research was that which sought any change in the nature of the messages presented in the media text and retailer texts. In phase one of stage two research, the use of the qualitative content analysis recognised that media texts are not only polysemic, i.e. open to multiple meanings and interpretations by a range of readers (McNamara, 2005) but also dynamic and subject to temporal change.

The purpose of this phase of data analysis was to expose, evaluate and make explicit, the implications of time upon discursive confusion and the consistency of lexical meaning. In order to determine any change in the message over time, the same form of analysis that was used in Stage 1 phase 1 was conducted on media texts sampled from 2010-2012, for stage 2 of the research.

4.14 Primary research: Stage 2- Phase 2

In phase 2 of Stage 2 research, the reports published in the year 2012 were sampled for the same three retailers' and the content analysed using the same protocol established for the content analysis of retailer texts in Phase 1. Again, this phase of analysis served to establish any change in the framing or words used in the communication of matters related to ethical clothing.

4.15 Primary research: Stage 2- Preliminary Theory

In order to extend and complete preliminary engagement with the process of theory development and to stay true to the process of constant comparison, phase 3 of Stage 2 research was, like the final phase of stage 1 of the research, founded upon a process of triangulation and comparative analysis. Comparing the data, codes, and categories that had emerged in the iterations of phase 1 analysis with those that emerged in stage 2, helped to complete the triangulation of data. Theoretical codes that emerged from the data analysis of 2012 texts were compared with those that had emerged from Stage 1 analysis of media texts, consumer discussion and retailer texts in order to identify any new and emergent meanings.

4.16 Summary of Research Process Stage 2

The research process for Stage 2 data collection and data analysis can be simplified and summarised as follows:

- Using search terms 'ethical fashion', 'ethical clothing' and 'eco fashion' carry out desk based research and search ProQuest database to seek out newspaper and magazine articles published between 2010 and 2012 that promote or discuss ethical fashion
- Using content analysis and the process of initial, process, selective and theoretical coding, analyse the framing of the articles published between 2010 and 2012 and the use of the words to describe and define ethical fashion
- Establish the words and themes used to present ethical fashion during 2010-2012
- Using content analysis and the process of initial, process, selective and theoretical coding, analyse the framing and words used in the 2012 reports from the same retailers' sampled for stage 1 research.
- Conduct a comparative analysis of the findings of words, frames and themes that emerge from each phase of research to expose
 - the difference in words, frames and themes evident in the media texts 2010-2012
 - the difference in words, the words, frames and themes evident in the retailer texts 2012

Conduct a preliminary evaluation and contextualisation of the findings in relation to the literature and the potential for impact upon the mainstream consumer understanding of the ethical fashion message.

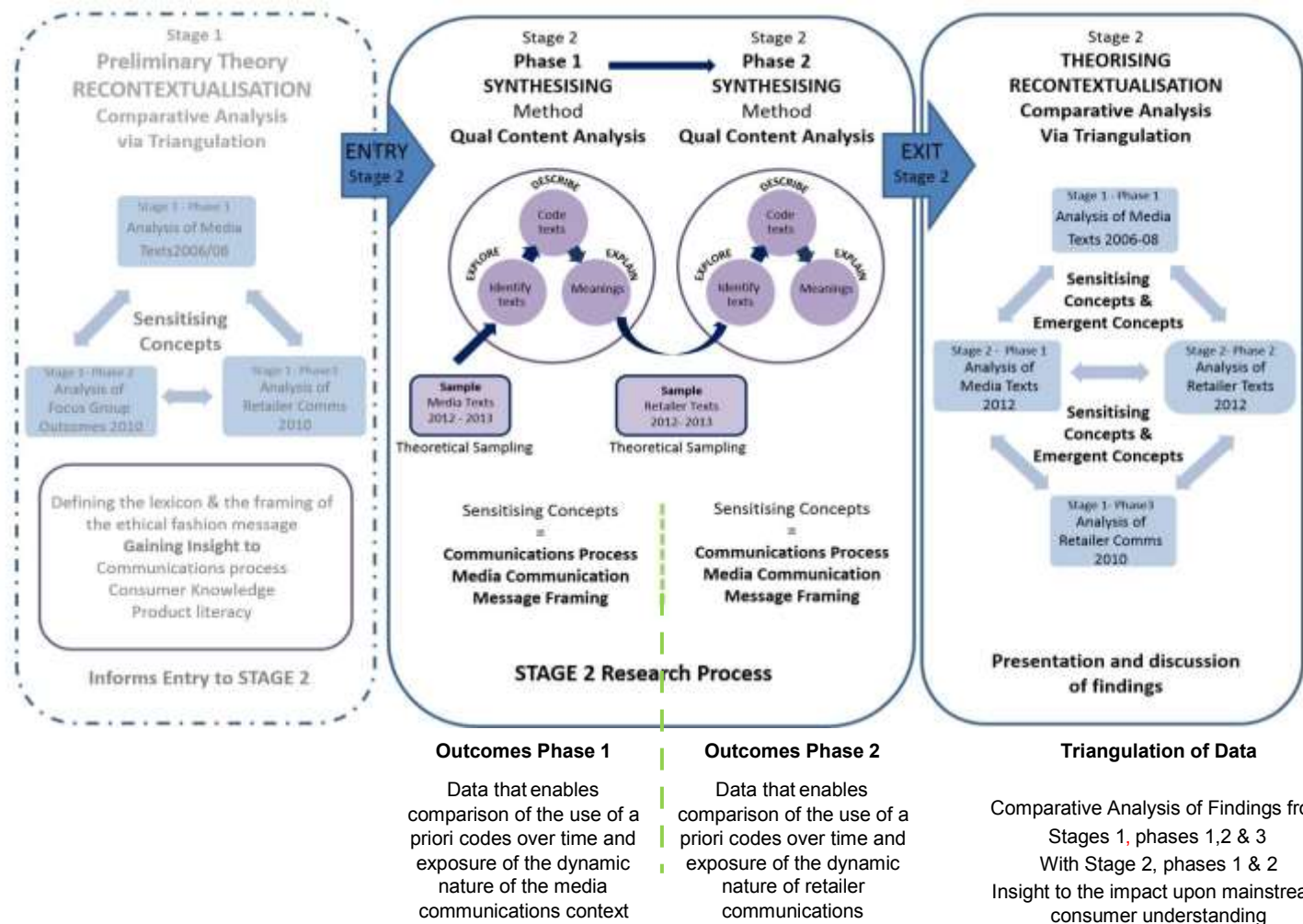


Figure 4:6 Stage 2 research – phases 1 - 2

5 Presentation and Analysis of Findings Stage 1

5.1 Introduction

Discussion in this chapter lays the foundation for the development of substantive theory which provides insight to mainstream consumer understanding of the ethical fashion message. As discussed in Chapter Four, the research was conducted in two stages and the research process explained in figures 4:3 and 4:4. Figure 5:1 below extends Figure 4:6 to explain the progression of analysis and theory development throughout each phase of stages one and two of the research.

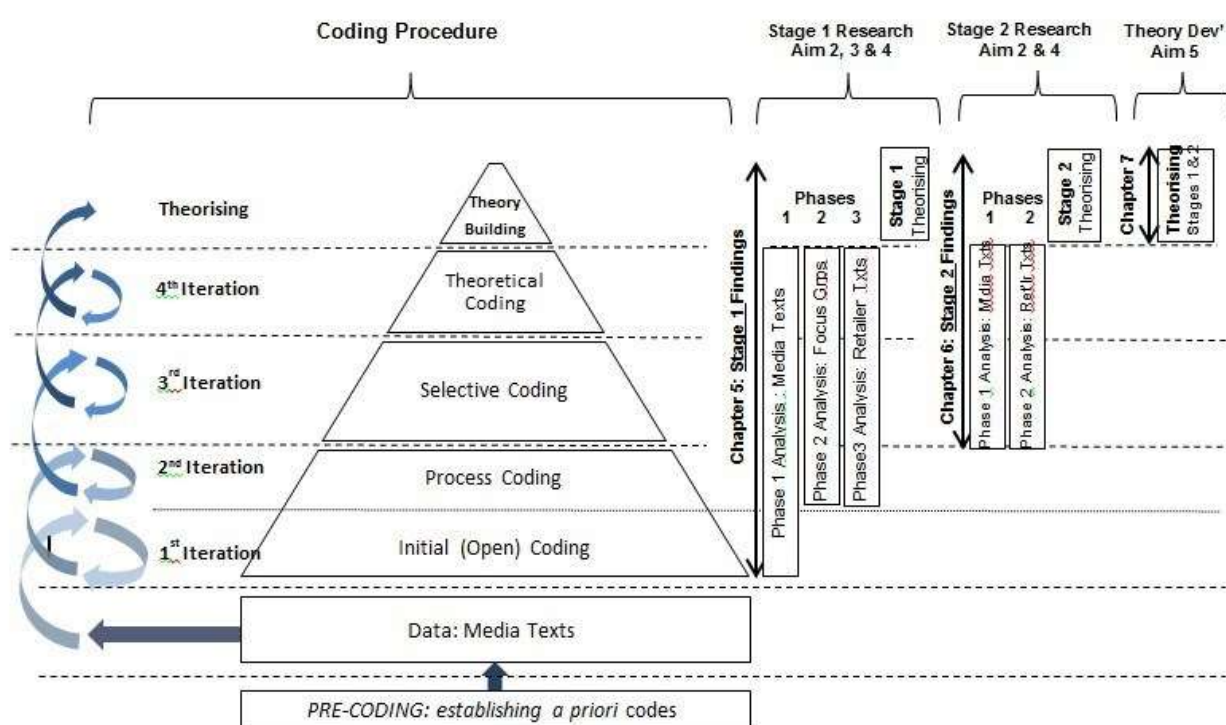


Figure 5:1 Coding procedure and presentation of findings

Findings are presented sequentially in the order outlined in figure 5:1 and progressively answer the research questions listed in Table 4:6. The findings and analysis of stage one, phases one, two and three are presented in this chapter. The findings of stage two, phases one and two are presented in Chapter Six. The progressive emergence of theory and tentative literary connections are considered in the closing sections of Chapters Five and Six. In-depth discussion of findings with reference to the literature is reserved for Chapter Seven where emergent theoretical categories are conceptualised to inform the modelling of mainstream consumer understanding of the ethical fashion message. The following section opens the present chapter with the findings of 'pre-coding'.

5.2 Pre-Coding: Exposing the lexicon of ethical fashion

Research Question: What words and phrases constitute the lexicon of ethical fashion? COMPREHENDING

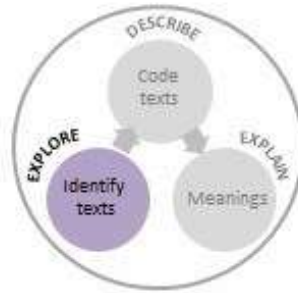


Figure 5:2 Phase 1: Pre- Coding

Table 5:1 shows the twenty words that had the highest frequency and the emergence (listed 'E') of 'green', 'conscience', 'carbon' and 'planet'. A number of the emergent words were found to be derivatives of the Mintel set (listed M*) - 'ethically', 'environment' and 'environmental'. The words marked with an 'x' and without highlight were discarded. These words were found to be used in association with a range of other codes such as 'Fairtrade', 'organic' and 'sustainable'. Despite their associations with the ethical fashion concept, they did not constitute a 'stand-alone' media definition or description of ethical fashion.

As shown in table 5:2, a total of twelve (listed M and E) *a priori* codes were selected to guide the qualitative content analysis and the grounded theory coding of a refined and reduced sample of twenty one articles (see table 4:10, p.222). Closer analysis of the original forty seven articles exposed those which provided the richest seam of content. In the first close reading of the final sample, it was found that the codes 'ethical' and 'conscience' were not the most fitting to guide a process of comparative analysis. The word 'ethical' was more frequently used in the term 'ethical fashion'. The word 'conscience' while used to describe clothing, e.g. '...T-shirts with conscience' was more often used in relation to consumer behaviour in statements such as '...dressing with conscience' or '...shopping with conscience'. This code became 'conscious consumer'. For the same reason, although the words 'environmentally', 'carbon' and 'planet' had been identified in the extended coding list, the *a priori* codes 'environmental', 'carbon footprint' and 'saving the planet' were considered to be more suitable.

a priori code		Count	Weighted Percentage (%)	Final selection
M	ethical	200	0.75	1
M	eco	143	0.54	2
M	organic	133	0.50	3
x	cotton	92	0.34	
E	green	87	0.33	4
M	Fairtrade	47	0.18	5
M*environmentally	environment	45	0.17	
x	fair	44	0.16	
x	labour	42	0.16	
x	rights	42	0.16	
x	trade	39	0.15	
M	recycled	38	0.14	6
M*environmentally	environmental	37	0.14	7
M	vintage	34	0.13	8
E	conscience	27	0.10	9
E	carbon	26	0.10	10
M	environmentally	24	0.09	
M*ethical	ethically	23	0.09	
M	sustainable	23	0.09	11
E	planet	22	0.08	12

Table 5:1 Extending the *a priori* codes

In analysing the final sample of articles, three new codes emerged in the media presentation of ethical fashion, these were 'local', 'renewable energy' and 'responsible'. Although noteworthy in that they further extended the lexical pool used to present ethical fashion in print media, due to their low levels of incidence, these codes were deemed insignificant and so not progressed to guide next stage of coding. To assist the researcher and to guide close, consistent analysis and initial coding of the data, the final list of *a priori* codes were given the pre-fix 'Media Use of'.

Table 5:2 shows the final *a priori* code list. Also shown is the frequency of references and the number of sources in which they appear. Analysis considered that a number of references to a code within a text often included the title of an article and the titles of images within the articles. The words and sentences of interest to the researcher were those within the main body of an article although some titles were highly descriptive and worthy of

coding; titles such as ‘*Guilt-free fashion*’ (Thompson, 2006) and ‘*Is ethical fashion a luxury we can afford? Exclusive: Primark caught using child labour*’ (Fletcher, 2008).

<i>a priori</i> code	References	Sources
Media Use of Ethical Fashion	46	17
Media Use of Eco	28	14
Media Use of Environmental	24	11
Media Use of Organic	21	11
Media Use of Fairtrade	17	8
Media Use of Green	12	10
Media Use of Conscious Consumer	10	6
Media Use of Recycled	10	8
Media Use of Saving the Planet	4	4
Media Use of Sustainable	4	3
Media Use of Carbon Footprint	3	2
Media Use of Vintage	3	2
Media Use of Local	1	1
Media Use of Renewable energy	1	1
Media Use of Responsible	1	1

Not progressed due to low occurrence

Table 5:2 The final *a priori* codes: message analysis

5.2.1 Pre-Coding: Exposing the framing of ethical fashion

As explained in section 4:7:2, Table 4:12 was created to support consideration of whether the purpose of a piece of communication was to a) create common understanding of ethical fashion (*CaEF*), b) to provide information to inform and educate the reader (*CoEF*) or c) to inspire action by the reader (*CfEF*) in terms of ethical fashion consumption. The table presented in Appendix 4:2 demonstrates that many of the articles contained elements of all three frames; early suggestion of frame variation and the potential for confusion within each media message.

The following sections present the findings of four iterations of coding and data analysis that was guided by the use of the *a priori* codes listed in tables 5:2 and table 4.12 .

5.2.2 Findings - Stage 1, Phase 1 Analysis: Media Texts

Research Question: What are the ethical fashion messages presented to the mainstream consumer?' COMPREHENDING

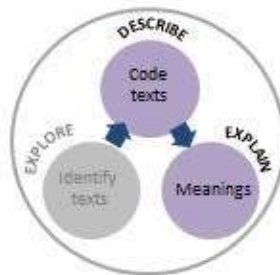


Figure 5:3 Phase 1: Coding

The *a priori* codes enabled maximum capture of diversity in the communication of ethical fashion within the media sample. The analysis of *initial codes*, *process codes*, *selective codes* and, finally, *theoretical codes* enabled fulfilment of Aim 2: to analyse the content of the ethical fashion message in mainstream print media. Analysis led to the development of insights and understanding that informed response to the research question, 'what are the ethical fashion messages presented to the mainstream consumer?'

5.2.3 Initial coding (iteration 1): media meanings of ethical fashion

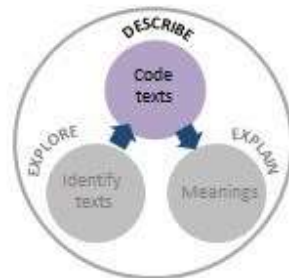


Figure 5:4 Phase 1: Initial Coding

Initial codes can be read as *ethical fashion is...* or Media Use of '---' *is related to*. The range of interpretations of the *a priori* codes varied widely with some sentences imbued with multiple meanings and so located within a number of codes. A full table of initial codes by *a priori* code is shown in Appendix 5:1, a numerical summary of this is presented in table 5:5 below.

In seeking patterns in the number of initial codes, it was noted that 'Media Use of Ethical Fashion', had forty one different codes to describe it across just seventeen source articles. While recognising the tentative nature of early coding, this was interpreted as an indicator of potential for audience confusion. This code had twice as many initial codes as the code with the second highest number at twenty; 'Media Use of Environmental'. Applying the

same rationale for interpretation, the codes ‘Media Use of Organic’ and ‘Media Use of Fairtrade’

<i>a priori</i> code	References	Sources	Initial Codes
Media Use of Ethical Fashion	46	17	41
Media Use of Eco	28	14	18
Media Use of Environmental	24	11	20
Media Use of Organic	21	11	19
Media Use of Fairtrade	17	8	19
Media Use of Green	12	10	12
Media Use of Conscious Consumer	10	6	9
Media Use of Recycled	10	8	11
Media Use of Saving the Planet	4	4	9
Media Use of Sustainable	4	3	10
Media Use of Carbon Footprint	3	2	3
Media Use of Vintage	3	2	6

Table 5:3 Number of initial codes per *a priori* code

were particularly noteworthy. Despite the relatively extensive use of these words in the presentation of a range of product types available within mainstream markets; they too led to the generation of a high number of initial codes. Discussion returns to this observation in section 5.3.2. Codes such as ‘Media Use of Carbon Footprint’ and ‘Media Use of Conscious Consumer’ had few initial codes although it was noted that these were equal to or almost equal to the number of references within the texts. It was possible that each of these codes was quite different; however, early interpretation of these figures considered that the fewer number of initial codes was indicative of less ambiguity in the meaning of ethical fashion in relation to these particular words and phrases. Discussion will return to this observation in section 5.2.5.

The Mintel (2009) definitions in table 5:1 proposed that in defining ethical fashion, the words ‘eco’, ‘environmental’ and ‘sustainable’ were inextricably linked. This was the case within the coded text as table 5:4 shows the use of the word ‘eco’, emboldened in green, in relation to the code ‘Media Use of Environmental’ and vice versa, with the word ‘sustainable’, emboldened in orange, used in relation to the environment, ‘eco’ and ‘ethical fashion’. However, at all three *a priori* codes, the word sustainable or sustainability was used not only in relation to materials, as the Mintel definition suggests, but also in relation to social factors and to the practice of sourcing.

Media use of the term 'ethical fashion' appeared to be consistent with the Mintel suggestion that it *'takes into consideration the impact of production and trade on the environment and on the people behind the clothes we wear'*. The word 'ethical' emboldened in pink occurred in relation to the codes 'eco' and 'environmental'. Codes emboldened in red show that ethical fashion was related to *environmental concern and environmental sustainability* while those emboldened in blue relate to the impact of production on people.

a priori code	Initial codes
Media Use of Ethical Fashion	<p>ethical fashion is... a challenge, a moral issue, complex, a compromise, anti fast fashion undesirable, unfashionable, confusing, difficult for retailers, vintage, recycled desirable, a growth area for the fashion market, a retailer opportunity, unaffordable, not just a 'fad', stylish, organic, recycled, considerate of carbon footprint, chemical free, eco, green, guilt free</p> <p>media use of ethical fashion is related to... behaviour, reputation, commitment, formal accreditation, luxury, self expression, natural materials, environmental concern, environmental sustainability, animal rights, human rights, production, working practices, social conscience, social development, social sustainability, responsibility</p>
Media Use of Eco	<p>ethical fashion is... confusing, desirable, ethical, fashionable, glamorous, green, organic, planet friendly, recycled, stylish, sweatshop free, undesirable</p> <p>media use of eco is related to... formal accreditation, carbon footprint, manufacturing, social conscience, the environment, sustainable sources,</p>
Media Use of Environmental	<p>ethical fashion is... bio degradable, carbon neutral, considerate of finite sources, eco friendly, ethical, fashionable, green, organic, recycled, stylish, sustainable</p> <p>media use of environmental is related to... anti pesticide, awareness, eco warrior, natural dyes, waste, cotton respect, responsibility, saving the planet</p>

Table 5:4 Initial codes for Media use of Ethical Fashion, Environmental and Eco

A sample quote from an article published in The Mail on Sunday in April 2007 suggested that in presenting themselves as 'ethically sound' (Sims, 2007), brands or designers would, for example, make reference to their use of organic fabrics and refer to their products as 'eco'.

"Says Esquire magazine associate editor Will Hersey, 'There are brands and designers around that are starting to show you can produce ethically sound clothes that men want to wear. You can now buy really good, very wearable organic jeans from Howies and Levi's in its Eco denim range uses 100 per cent organic cotton and is identifiable by its subtle green stitching.'" Sims (2007)

The initial codes circled in red, green and purple in table 5:4 provided early insight to the framing of ethical fashion in the sample texts. Circled in purple, the emergence of initial codes such as *behaviour*, *reputation*, *commitment*, *awareness*, *respect*, and *responsibility*, suggested that there were expectations expressed within the texts. These appeared to be expectations in terms of behaviour and action and, while indicative of the frame '*communication of ethical fashion*' and '*communication for ethical fashion*' (see p.219), at this initial stage in the analysis, behaviour and action on the part of whom, remained unclear.

Circled in red, ethical fashion was presented as being *complex*, *confusing*, *a challenge* and *a compromise*. The complexity of the ethical fashion message for the consumer was recognised within some of the texts by the authors of, or contributors to the sample articles. The following statement was included in an article by Mary Portas (2008) for the special 2008 'Eco Edition' of fashion magazine Marie-Claire,

"With the plethora of ethical and eco fashion products and messages coming onto the market almost weekly, we need clarity of information. How can consumers navigate their way through this information?"
Portas (2008)

Two years previously, in The Daily Mail in November 2006, Labour Behind the Label's Martin Hearson was reported to have claimed that, in order to glean positive PR while changing very little about their production processes,

"customer confusion about 'Fairtrade', 'eco' and 'ethical' labels [was] being exploited by manufacturers to peddle half-hearted campaigns that masquerade as conscientious and substantial". Thompson (2006)

Despite blaming manufacturers and, by default, retailers for exploiting consumer confusion, the same article, in its efforts to address the situation, contained the following information,

"Organic clothes are made from cotton grown without chemicals or pesticides and treated with natural dyes. This isn't to be confused with the 'ecological' clothing lines recognised by the Sustainable Textile Certification system, which cause no harm to the environment and are 100 per cent organic. These include Levi's Eco range of jeans, which are made from recycled materials, coconut shell and non-galvanised buttons. Meanwhile, the tag Fairtrade - which in the fashion world relates only to cotton - does not necessarily mean the item is organic (though it often is)." Thompson (2006)

Within this quote, it was suggested to readers that they ought not to confuse organic clothes with the ecological clothing lines recognised by the Sustainable Textile Certification (STC) system. The suggestion seemed to be that 'organic' and 'ecological

'was not the same and that the STC would only certify ecological clothing that was 100% organic. This suggested that some organic cotton was not '100% organic'. It seemed clear that the word 'ecological' meant 'no environmental harm' but the final sentence in the short passage of text left the reader unsure as to whether Fairtrade cotton and organic cotton were synonymous, or not.

In reading this for a second time, it appeared that the author was trying to emphasise the fact that not all organic clothing was certified by the STC but, this was not clear. Although the framing of this particular article was coded to '*communication **about** ethical fashion*', whether it would achieve an aim to create common understanding was questioned. An analytical memo queried whether a reader of this article would have taken the time for a second reading of the text in order to access the implied meaning.

The codes circled in green suggested further contradiction in media representation as ethical fashion was presented as both *fashionable* and *unfashionable*, *desirable* and *undesirable*. These codes were noted in analytical memos as a cause for concern and closer scrutiny. In terms of '*communication **about** ethical fashion*' or '*communication **for** ethical fashion*', the initial codes in table 5:4 suggested that, in at least some aspects of the sample, media texts were not conducive to the development of a common understanding of ethical fashion and appeared limited in their persuasive value.

As explained in the opening paragraphs of this section of the thesis, process codes were developed to explain the initial codes. Process coding was used to move beyond the definitions of ethical fashion exposed by the search for the *a priori* codes, towards exposure of the meaning of ethical fashion in relation to the behaviour, action and interaction that was embedded within each segment of data and in the implied framing of each article. The findings of the second iteration of coding are presented in the following section.

5.2.4 Process coding (iteration 2): exposing action

. Research Question: How are the ethical fashion messages framed? COMPREHENDING

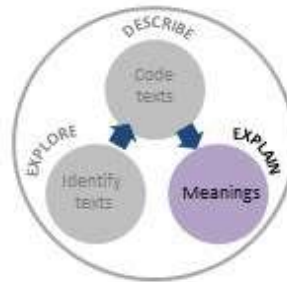


Figure 5:5 Phase 1: Process Coding

Closer analysis of initial codes through process coding led to the exposure of what, in the numerical data, was perceived to be, a greater level of complexity than originally considered. The information in table 5:5 demonstrates the comparative increase in the number of process codes to initial codes presented in table 5:3. The numbers appeared to expose the opportunity for further interpretation or indeed misinterpretation of the meaning of ethical fashion in terms of its definition and the behaviours indicated within the text. The codes 'Media Use of Ethical Fashion', 'Media Use of Eco' and 'Media Use of Environmental' remained in the top three with an evident increase in the number of codes. Other notable shifts had occurred within the codes 'Media Use of Carbon Footprint' and 'Media Use of Conscious Consumer' (see section 5.2.5 for discussion).

<i>a priori</i> code	References	Sources	Initial Codes	Process Codes	
Media Use of Ethical Fashion	46	17	41	42	↑
Media Use of Eco	28	14	18	26	↑
Media Use of Environmental	24	11	20	21	↑
Media Use of Organic	21	11	19	17	↓
Media Use of Fairtrade	17	8	19	19	—
Media Use of Green	12	10	12	14	↑
Media Use of Conscious Consumer	10	6	9	11	↑
Media Use of Recycled	10	8	11	11	—
Media Use of Saving the Planet	4	4	9	10	↑
Media Use of Sustainable	4	3	10	10	—
Media Use of Carbon Footprint	3	2	3	6	↑
Media Use of Vintage	3	2	6	3	↓

Table 5:5 Number of initial codes related to process codes

As discussed in section 5.2.3, the initial codes 'Media use of Organic' and 'Media use of Fairtrade' had been flagged as two codes that required closer analysis. It seemed anomalous to the researcher that, given the relatively wide use of these words at the time the articles were in circulation, they would generate so many different interpretations. The outcomes of process coding drew the researcher back to these codes. The number of codes for 'Media use of Fairtrade' had remained static while those for 'Media use of

Organic’ had reduced. This seemed to indicate some level of stability in their meaning or at least some move towards clarity; quite the converse of the interpretation of the top three codes. The following section will discuss how analysis of these two *a priori* codes led to the exposure of three core variables in the data.

5.2.4.1 Exposing variables in the meaning

In analysing the nature of the process codes for ‘Media use of Organic’ and ‘Media use of Fairtrade’ it became apparent that there were variables at play in the communication of ethical fashion. These variables were indicative of the meta-framing of the articles and offered clarity in progressing the interpretive process. Tables 5.6 and 5.7 below help to explain this finding.

Although analysis of ‘Media use of Organic’ did expose the use of other *a priori* codes in describing organic clothing, these amounted to six codes in total, (emboldened in red). The complexity in ‘Media use of Organic’ and in ‘Media use of Fairtrade’ for the researcher, was found to be driven more by variation in the framing of the media messages than lexical confusion. Close inspection of the process codes in tables 5:6 and 5:7 and their related media sources, led to the re-distribution of the codes into one of three distinct frames implied by the sentences that had been coded; messages which emphasised clothing attributes, messages which emphasised retailer behaviour and messages which emphasised consumer behaviour.

<i>a priori</i> code	Media use of Organic		
Process codes	<p>ethical fashion is... confusing, a growing area for fashion market,</p> <p>ethical fashion means... being socially beneficial, being a Fairtrade product, paying a premium, possessing health benefits, being environmentally beneficial, being green product, being eco friendly, compromising on style, limiting fashion options, being stylish, being sustainable, shopping ethically, being a luxury product, being made from cotton, using alternative fabrics</p>		
Variable Themes	CLOTHING ATTRIBUTES	RETAILER BEHAVIOUR	CONSUMER BEHAVIOUR
Redistributed Process codes	being socially beneficial, being a Fairtrade product, possessing health benefits, being environmentally beneficial, being green product, being eco friendly, confusing, being a luxury product, being made from cotton, being sustainable	limiting fashion options, growing area for fashion market, using alternative fabrics, compromising on style,	paying a premium, being stylish, shopping ethically ,

Table 5:6 Exposing variables in Media Use of Organic

<i>a priori</i> code	Media use of Fairtrade		
Process codes	<p>ethical fashion is... confusing for consumer, leading to limited change, progressing slowly, a growth area in fashion, environmentally friendly</p> <p>ethical fashion means... buying fashion with conscience, being socially responsible, checking labels, masquerading as conscientious, buying directly from producer, getting rid of middlemen, monitoring supply chains, safeguarding the future of producers, taking responsibility for the supply chain, using cotton, paying a premium, willingly pay a premium, being progressive, addressing exploitation, helping producers of goods, paying worker more</p>		
Variable Themes	CLOTHING ATTRIBUTES	RETAILER BEHAVIOUR	CONSUMER BEHAVIOUR
Redistributed Process codes	<p>confusing for consumer, using cotton, being progressive, leading to limited change, environmentally friendly</p>	<p>progressing slowly, being socially responsible, masquerading as conscientious, buying directly from producer, getting rid of middlemen, monitoring supply chains, safeguarding the future of producers, taking responsibility for the supply chain, a growth area in fashion addressing exploitation, helping producers of goods, paying worker more, paying a premium</p>	<p>being socially responsible, checking labels, safeguarding the future of producers, willingly pay a premium</p>

Table 5:7 Exposing variables in Media Use of Fairtrade

The categories are colour coded green, purple and blue respectively (this coding will continue to support discussion for the remainder of this chapter). Analysis of the action implied by each of the process codes suggested that the underlying message implied by each piece of coded data was related either to the nature of the clothing being presented, the nature of retailer behaviour in relation to the production or promotion of the clothing or the 'call to action' for consumers to participate in the consideration of product attributes, the consideration of retailer behaviour and in the purchase of ethical clothing products. Categorising the data in this way helped to organise the coding of the source articles, according to the *a priori* frame codes listed in Table 5:3. Logic would suggest that those articles which emphasised the attributes of ethical clothing and called consumers 'to action' would be coded to 'communication **for** or **about** ethical fashion' and those that communicate the nature of retailer behaviour in relation to the production or promotion of the clothing to 'communication **of** ethical fashion'. However, table 4:2:1 in Appendix 4:2 illustrates that many of the articles had elements of all three frames and so blurred any emphasis in the overriding aim of the communication.

Having established the three variables, that helped to explain the complexity suggested in the numerical data, their value in understanding the rest of the *a priori* codes was tested.

a priori code	Process codes
Media Use of Ethical Fashion	<p><i>ethical fashion is...</i> a growing area for the fashion market, providing a retailer opportunity, taking responsibility, challenging for retailers</p> <p><i>ethical fashion means...</i> formally accrediting production processes, having production values, being desirable, being stylish, being a luxury item, being unaffordable, being more than a fad, being progressive, being vintage, behaving morally, committing to ethical practices, being undesirable, being unfashionable, compromising on style, considering social development, having social conscience, relating to animal rights, relating to human rights, relating to working practices, struggling with criteria, thinking about social sustainability, consumers being aware, being chemical free, being concerned about environment, being eco-friendly, being green, being organic, being recycled, considering carbon footprint, sustaining the environment, using natural materials, retailers behaving, being anti fast fashion, retailers considering reputation, , expressing principles, shifting perception,</p>
Media Use of Eco	<p><i>ethical fashion is...</i> (no codes here)</p> <p><i>(within the context of ethical fashion) eco means...</i> accrediting production processes, behaving ethically, being fashionable, being glamorous, being stylish, being desirable, being undesirable, being sweatshop free, buying from sustainable sources, having a social conscience, being green, being organic, confusing information, being planet friendly, being recycled, considering carbon footprint, considering fuel dependency, considering global warming, considering the environment</p>
Media Use of Environmental	<p><i>ethical fashion is...</i> lacking in value</p> <p><i>(within the context of ethical fashion) environmental means...</i> being cool, being fashionable, being an eco warrior, looking good, having broad appeal, being progressive, avoiding cotton, becoming aware, thinking about impact of clothing, speaking out, being undesirable, being carbon neutral, being locally sourced, being organic, being sustainable, struggling with criteria, recycling plastic, reducing water use, being green, respecting the environment, saving the planet, considering finite resources, eradicating child labour, responding to consumer awareness, using natural dyes, eradicating pesticide in cotton,</p>

Table 5:8 The search for 'Clothing Attributes'

Table 5.8 illustrates the testing of the process in the search for **CLOTHING ATTRIBUTES** to the most saturated codes 'Media Use of Ethical Fashion', 'Media Use of Eco' and 'Media Use of Environmental'; these codes are circled in green. The codes circled in red drew attention back to the fact that confusion was still being expressed in the data and although the three core categories provided insight to one possible explanation for this, the root cause of the 'struggle with criteria' and 'confusing information' remained unclear. The same test was conducted for the categories **RETAILER BEHAVIOUR**, circled in purple and for **CONSUMER BEHAVIOUR** circled in blue and shown in table 5:11. The variables were found to be a conceptual fit for the organisation of ongoing analysis and so redefined as three core categories (Glaser, 1998) that helped to conceptualise areas of salience within the framing and the meanings of ethical fashion.

a priori code	Process codes
Media Use of Ethical Fashion	<i>ethical fashion is...</i> a growing area for the fashion market, providing a retailer opportunity , taking responsibility, challenging for retailers , confusing, <i>ethical fashion means</i> formally accrediting production processes , moving production values, being desirable, being stylish, being a luxury item , being unaffordable, being more than a fad, being progressive, being vintage, committing to ethical practices , being undesirable, behaving morally , being unfashionable, compromising on style, considering social development, relating to animal rights, relating to human rights, having social conscience , relating to working practices, struggling with criteria, thinking about social sustainability, consumers being aware, being chemical free, being concerned about environment, being eco-friendly, being green, being organic, being recycled, considering carbon footprint , sustaining the environment, using natural materials, retailers behaving, retailers considering reputation , being anti-fast fashion, expressing principles , shifting perception,
Media Use of Eco	<i>ethical fashion is...</i> (no codes here) <i>(within the context of ethical fashion) eco means...</i> accrediting production processes, behaving ethically, being fashionable, being glamorous, being stylish, being desirable, being undesirable, , being sweatshop free, buying from sustainable source , having a social conscience, being green, being organic, confusing information, being planet friendly , being recycled, considering carbon footprint , considering fuel dependency, considering global warming , considering the environment
Media Use of Environmental	<i>ethical fashion is...</i> lacking in value <i>(within the context of ethical fashion) environmental means...</i> being cool, being fashionable, being an eco warrior , looking good, having broad appeal, being progressive, avoiding cotton, becoming aware, thinking about impact of clothing , speaking out, being bio degradable, being carbon neutral , being locally sourced, being organic , being sustainable, struggling with criteria, reducing water use , recycling plastic, being green , respecting the environment, saving the planet, considering finite resources, eradicating child labour, responding to consumer awareness , using natural dyes, eradicating pesticide in cotton,

Table 5:9 The search for ‘Consumer Behaviour’ & ‘Retailer Behaviour’

Despite the move towards clarity through the identification of the three core categories, the comparative analysis of the process codes established the presence of many similarities in their meaning. The third iteration of analysis via the process of selective coding served to reduce the data in order to reduce ambiguity and to further clarify the implied meanings of ethical fashion. By analytically clustering the process codes into fewer ‘categories of meaning’ within the three core categories, analysis moved from the detail of process codes towards the revelation of more abstract concepts of meaning embedded within the data. The third iteration of analysis allowed the researcher to ‘rise above’ the the data, to identify integrative categories of meaning that would more clearly explain the patterns of communication embedded within the coded data. The third iteration of coding was guided by the emergence of the core categories and selective coding was limited to the arrangement of categories of meaning that related to them (Glaser, 1998). The following section explains how analysis progressed towards the merging and reorganisation of process codes to establish a conceptual fit with the core categories.

5.2.5 Selective coding (iteration 3): exposing categories of meaning

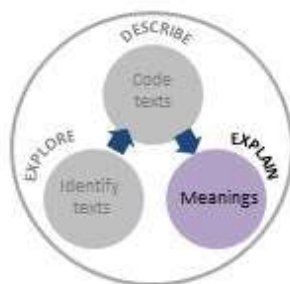


Figure 5:6 Phase 1: Selective Coding

Table 5.10 below provides evidence of the data reduction and shows the numerical pattern of selective codes to process codes. Selective coding (iteration 3 in table 5:1) exposed distinct categories of meaning during the third cycle of analysis and, as illustrated in the right hand column of table 5:10, codes were renamed accordingly. The prefix ‘Media use of...’ was removed from each *a priori* code and the suffix ‘....means’ was added in order to signify the clarification of meaning.

a priori Codes	No. Process Codes	No. Selective Codes	Renamed Codes
Media Use of Ethical Fashion	42	15	ETHICAL FASHION means
Media Use of Organic	17	12	ORGANIC means
Media Use of Fairtrade	21	10	FAIRTRADE means
Media Use of Environmental	26	9	ENVIRONMENTAL means
Media Use of Eco	19	7	ECO means
Media Use of Sustainable	11	7	SUSTAINABLE means
Media Use of Green	14	5	GREEN means
Media Use of Saving the Planet	11	4	SAVING THE PLANET means
Media Use of Vintage	6	4	VINTAGE means
Media Use of Recycled	10	3	RECYCLED means
Media Use of Conscious Consumer	10	2	CONSCIOUS CONSUMER means
Media Use of Carbon Footprint	3	1	CARBON FOOTPRINT means

Table 5:10 *a priori* code analysis - organised by the number of Selective Codes

After reviewing the figures in table 5:10, analysis was drawn back to the codes ‘Media use of ‘Carbon Footprint’ and ‘Media use of Conscious Consumer’ which were identified for review in sections 5.2.3. Discussion that follows uses these two codes to explain how selective coding in iteration three of the of the three core categories established in iteration two. After close consideration and comparative analysis of the process codes to determine the possibilities for categorisation of their meanings, it became evident that for *a priori* code

‘CARBON FOOTPRINT means’ shown in table 5:11, all process codes could be described as ‘CONSIDERING & ADAPTING BEHAVIOUR’. After careful evaluation and interpretation of each process code and its source data, the researcher was assured that the selective

CARBON FOOTPRINT means	
SELECTIVE CODE	CONSIDERING & ADAPTING BEHAVIOUR
Discussion Code	C&AB
Process Codes	considering and adapting behaviour, consumers doing their bit, recycling

Table 5:11 Carbon Footprint means

CONSCIOUS CONSUMER means	
ACTIVE KNOWLEDGE SEEKING	INFORMED DECISION MAKING
AKS	IDM
demanding to know more, finding conscience , speaking out, wanting to know more	behaving ethically , buying desirable products, considering environmental issues, considering human rights, considering morality of retailer behaviour, considering social sustainability

Table 5:12 Conscious Consumer means

code ‘CONSIDERING & ADAPTING BEHAVIOUR’ adequately described the collective meaning of the process codes and provided ‘a theoretical fit’ to the core category **CONSUMER BEHAVIOUR** and so was colour coded blue. Repeating this process in the selective coding of ‘CONSCIOUS CONSUMER means’, codes were also categorised as **CONSUMER BEHAVIOUR**. Ten process codes were reduced to two selective codes which were named ‘ACTIVE KNOWLEDGE SEEKING’ and ‘INFORMED DECISION MAKING’.

In applying the same analytical procedure to each of the *a priori* codes (see tables in Appendix 5:4), it became evident that within some of the seemingly more ambiguous codes such as ‘ORGANIC means’ and ‘FAIRTRADE means’ (see Appendix 5, table 5:5:1 and 5:5:2); the majority of the categories of meaning were in fact, clearly attributable to one of the three core categories. The comparative analysis of these two codes did however alert the researcher to some duplication in the content of the selective codes; in particular, the selective codes ‘ENVIRONMENTALLY BENEFICIAL’ and ‘RESPECTING THE ENVIRONMENT’ and between selective codes ‘SOCIALLY BENEFICIAL’ and ‘SAFEGUARDING PRODUCERS’.

The comparative analysis of selective codes between *a priori* codes identified further similarities in meaning and the opportunity to further merge selective codes. To return to the example mentioned above; the codes ‘ENVIRONMENTALLY BENEFICIAL’ and ‘RESPECTING THE ENVIRONMENT’ had many process codes in common, however, closer inspection of the source articles identified some ambiguity in that a number of the

selective codes were less well defined in terms of their relevance to one of the three core categories. This cycle of coding helped to identify those *a priori* codes and selective codes which were most ambiguous in terms of their meaning and so less of an unambiguous fit to one of the three core categories; 'grey areas' in defining the meaning of ethical fashion.

Table 5:13 below shows the results for the codes 'ENVIRONMENTAL means' and table 5:14, those for 'ETHICAL FASHION means'. The selective codes that presented the most difficulty in interpretation are those coloured in grey. It seemed that the 'grey area' regarding complexity in the interpretation of ethical fashion could be assigned to specific codes. In the majority of selective codes it was very clear that media presentation of ethical fashion was related to the attributes of the clothing or the behaviour of either consumers or retailers. However, for some, the analytical process highlighted areas of ambiguity and implicit complexity. Tables 5:15 and 5:16 compare these ambiguous 'grey' selective codes across *a priori* codes. In reviewing the sources texts, the set of process codes (and the selective code by default) appeared not to be attributable to one distinct core category. This was interpreted by the researcher as an indication that some words and phrases in particular had the potential to be more confusing than others. While this was noted and recorded for closer consideration in stage 2 analysis. Another observation made was the emergence of the selective code 'CONFUSING'. While this was indeed a selective code, upon closer scrutiny, it seemed to the researcher that this label was more fitting to a category with a lack of knowledge rather than specifically limited to the codes 'ETHICAL FASHION means' and 'ORGANIC means' (see Appendix 5:3, table 5:3:1).

Table 5:13 Environmental means

ENVIRONMENTAL means					
SELECTIVE CODE	BEING FASHIONABLE	BEING PROGRESSIVE	STRUGGLING WITH CRITERIA	LACKING VALUE	INFORMED DECISION MAKING
Discussion Code	BF	BP	SWC	LV	IDM
Process Codes	being cool, being fashionable, eco warrior, looking good, having broad appeal	being progressive	struggling with criteria	lacking value	avoiding cotton, becoming aware, thinking about impact of clothing
SELECTIVE CODE	SAFEGUARDING PRODUCERS	SPEAKING OUT	RESPECTING THE ENVIRONMENT		TAKING RESPONSIBILITY
Discussion Code	SP	SpO	RTE		TR
Process Codes	eradicating child labour	speaking out	being bio degradable, being carbon neutral, being green, being locally sourced, being organic, being sustainable, considering finite resources, eradicating pesticide in cotton, recycling plastic, reducing water use, respecting the environment, saving the planet, using natural dyes		responding to consumer awareness

<i>a priori</i> code: ETHICAL FASHION means					
SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES	BEING DESIRABLE	BEING EXCLUSIVE	BEING PROGRESSIVE	BEING VINTAGE
Discussion Code	APP	BD	BEx	BP	BV
Process Codes	formally accrediting production processes, having production values	being desirable, being stylish	being a luxury item, being unaffordable	being more than a fad, being progressive, growing area for the fashion market, providing a retailer opportunity	being vintage
SELECTIVE CODE	CHALLENGING	COMMITTING TO ETHICAL PRACTICE	COMPROMISING STYLE	CONFUSING	HAVING SOCIAL CONSCIENCE
Discussion Code	Ch	CEP	CS	CF	HSC
Process Codes	challenging for retailers, struggling with criteria	behaving morally, committing to ethical practices	being undesirable being unfashionable compromising on style	confusing	considering social development, having social conscience, relating to animal rights, relating to human rights, relating to working practices, thinking about social sustainability
SELECTIVE CODE	INFORMED DECISION MAKING	RESPECTING THE ENVIRONMENT	SAFEGUARDING REPUTATION	SPEAKING OUT	TAKING RESPONSIBILITY
Discussion Code	IDM	RTE	SR	SpO	TR
Process Codes	consumers being aware	being chemical free, being concerned about environment, being eco-friendly, being green, being organic, being recycled, considering carbon footprint, sustaining the environment, using natural materials	retailers behaving, retailers, considering reputation	being anti fast fashion, expressing principles	shifting perception taking responsibility

Table 5:14 Ethical Fashion means

Fairtrade	Sustainable	ENVIRONMENTAL	Organic	Eco
RESPECTING THE ENVIRONMENT	RESPECTING THE ENVIRONMENT	RESPECTING THE ENVIRONMENT	ENVIRONMENTALLY BENEFICIAL	RESPECTING THE ENVIRONMENT
environmentally friendly	being eco friendly, being ecologically sound and 100% organic, causing no environmental harm, using recycled materials	being biodegradable, being carbon neutral, being green, being locally sourced, being sustainable, considering finite resources, being organic, eradicating pesticide in cotton, recycling plastic, reducing water use, respecting the environment, saving the planet, using natural dyes	being environmentally beneficial, being green product, being eco friendly	being green, being planet friendly, being recycled, considering carbon footprint, considering fuel dependency, considering global warming, considering the environment, being organic,
Saving the planet	Green	Ethical Fashion	Recycled	Vintage
ENVIRONMENTALLY BENEFICIAL	ENVIRONMENTALLY BENEFICIAL	RESPECTING THE ENVIRONMENT	ENVIRONMENTALLY BENEFICIAL	ENVIRONMENTALLY BENEFICIAL
avoiding environmental damage, considering the environment, recycling	being biodegradable, , being eco-friendly, being compostable, being conscious of the environment being organic, being untreated	being chemical free, being concerned about environment, being eco-friendly, being green, being organic, being recycled, considering carbon footprint, sustaining the environment, using natural materials	addressing landfill issues, buying without increasing carbon imprint, reducing carbon footprint, re-using waste, sorting by consumers, using recycled fibres	being planet friendly, buying without increasing carbon imprint

Table 5:15 Comparative Analysis of Selective Codes
'Respecting the Environment' & 'Environmentally Beneficial'

Fairtrade	Organic	sustainable	ETHICAL FASHION	Fairtrade	Eco	Environmental
SAFEGUARDING PRODUCERS	SOCIALLY BENEFICIAL	HAVING SOCIAL CONSCIENCE	HAVING SOCIAL CONSCIENCE	HAVING SOCIAL CONSCIENCE	HAVING SOCIAL CONSCIENCE	SAFEGUARDING PRODUCERS
addressing exploitation, helping producers of goods paying a premium paying worker more	being a Fairtrade product, being socially beneficial	producing with social conscience	considering social development, having social conscience, relating to animal rights, relating to human rights, relating to working practices, thinking about social sustainability	buying fashion with conscience, being socially responsible	being sweatshop free, buying from sustainable sources, having a social conscience	eradicating child labour

Table 5:16 Comparative Analysis of Selective Codes
‘Safeguarding Producers’, ‘Socially Beneficial’ & ‘Having Social Conscience’

Through the final cycle of constant comparison in phase one of the first stage of research, within each core category, there emerged a set of theoretical codes that described the relationships between the selective codes and helped to establish a platform for theory development and entry to phase two of the research which aimed to determine mainstream consumer understanding of the ethical fashion messages implied by the data.

5.2.6 Theoretical Coding:

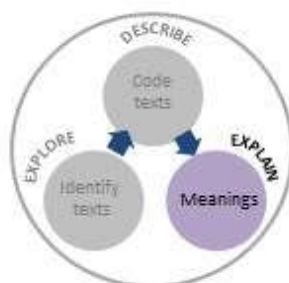


Figure 5:7 Phase 1: Theoretical Coding

Theoretical coding was the outcome of selective coding and was the process by which the selective codes were more closely analysed and compared to each other. As shown in Appendix 5:4, tables 5:4:1, 5:4:2 and 5:4:3, theoretical codes functioned like ‘umbrella codes’ which accounted for the all *a priori* codes, process codes, selective codes and the three core categories that were formulated in the earlier iterations of analysis (Saldana, 2012). In this iteration of constant comparison, the grey process codes and all selective codes were more closely scrutinised and through a final stage of analysis and data reduction, were integrated within an appropriate ‘core category’ of meaning.

As explained in the preceding section, each core category appeared frequently in the data and is presented in this section as one of three theoretical constructs that enabled explanation of the variations in the media framing of ethical fashion. Within each core category, the findings of the selective coding procedure established a set of abstract theoretical codes which serve to construe (Sayer, 2000) complexity in the ethical fashion message as presented in mainstream media texts, in the UK, between 2006 and 2008.

Theoretical coding (iteration 4 in table 5:1) concludes phase one of the research by presenting the conceptual elaboration of the 3 core categories of meaning exposed by the previous iterations of coding. Relationships between the codes emerged and were used to begin the development of an integrated theoretical framework to provide the foundation for the modelling of mainstream consumer understanding of the ethical fashion message.

5.2.6.1 Core Category: Clothing Attributes

Figure 5:8 below represents the core category of CLOTHING ATTRIBUTES. Discussion that follows will make direct reference to the media texts that illustrate and account for each theoretical code and the selective codes that expose the ways in which the attributes of ethical fashion were presented to mainstream consumers during the period 2006—2008. The selected quotes provide insight to the nature of the media messages which are representative of complexity in the meanings of ethical fashion represented by each selective code.

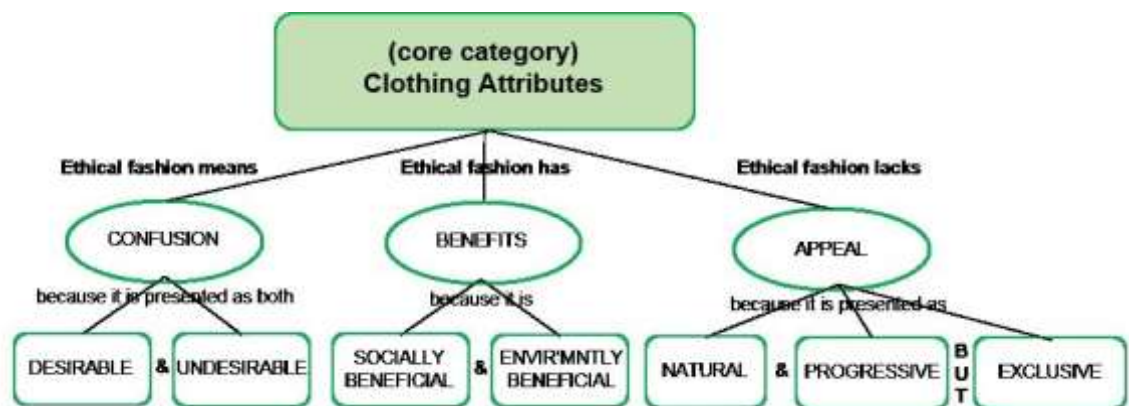


Figure 5:8 Core Category: Clothing Attributes

5.2.6.2 Theoretical Code: CONFUSION (desirable & undesirable)

As highlighted in section 5:2:3, p.263, the quote from Thompson (2006) is useful in illustrating the lack of clarity in the communication of ethical fashion products. Navigating the media for pre-purchase information about ethical fashion would appear to be a confusing process for the mainstream consumer.

Within the newspaper and magazine articles that were analysed, ethical fashion was presented as both desirable and undesirable. Interpretation of the texts suggests that the mainstream consumer could be enticed by the words and images used to present ethical garments and collections however, in reading a different magazine or newspaper article published within the same space of time, their view of ethical fashion could be radically altered.

For example, the language used by Sims (2007) in promoting Paul Smith's eco range, presents a desirable, '*ultra stylish*' collection which

"...includes a moss-green organic cotton tee with a white collar perfect under a linen jacket and a beautifully cut red and-white Breton-style Aertex top. muslin shirts, canvas trousers, jeans and jackets in organic cotton, accessories made with chemical-free leathers and hemp bag." Sims (2007)

The journalist reassures the reader that although

"Green fashion has long been seen as the preserve of mung bean eating eco-warriors and unwashed gap-year students neither stylish nor sexy. But not anymore. With cutting edge designs and a growing army of celebrity devotees, including Brad Pitt, Leonardo DiCaprio and George Clooney, green clothes have finally become both cool and respectable." Sims (2007)

However, the connotations of ethical clothing presented in Marie Claire the following year suggested that the concept of ethical fashion had not progressed. Portas (2008) proclaimed that she refused to "*dress like a geography teacher*". While calling to women not to "*compromise on the way we look*", Portas also requested that retailers '*help shift the dry and crusty reputation of ethical fashion*' with its '*holier than thou, misshapen, hand knitted jumpers and the muesli-eating brigade*'.

Sibbles (2008) continues in this negative vein professing that she is,

"...a little squeamish about ethical clothes. Working at Marie Claire means I don't have a formal dress code, but I do like to look smart and stylish. How am I meant to achieve that, wearing only eco clothes?"

Within the same article, Pool (2008), author and columnist for The Guardian admits that she too has *“always been rather sniffy about eco fashion”* and goes on to describe

“...a sludgy grey/green pair of Austique organic cotton Elsom jeans. Not a colour [she] would normally go for, but the quality and fit are impressive. Mind you, so they should be at £150. “

Despite satisfaction with quality and fit, Pool's closing words seem to express shock at the price of these 'sludgy' looking yet high quality jeans and in very few words appears to crystallise the notion of desirable yet equally undesirable garments. The words used in describing the garments, such as 'sludgy grey/green', seem to hark back to the 'neither stylish nor sexy' era of the 'mung bean eating eco-warrior' while the price and connotations of 'compromise' appear to add to the mixed messages used in presenting these garments to mainstream consumer audiences as simultaneously ethical, eco and green.

5.2.6.3 Theoretical Code: BENEFITS (socially beneficial & environmentally beneficial)

“We are all confused. Why should we buy an organic tshirt and who will benefit?” Portas (2008)

Within the sample texts, ethical clothing was presented as having benefits to the consumer in terms of their purchase enabling them to 'do the right thing'.

“Buying the right thing is the latest way to do the right thing. And it's fashionable to be seen doing it.” Goldberg (2006)

Journalists such as Goldberg (2006) encouraged this by suggesting that 'doing the right thing' is in itself, a 'fashionable' thing to do as *‘consumers have become the new ecowarriors and the latest must-have accessory is a social conscience’* when considering the offers and the implications of the prevalent Fast Fashion trend,

“Tempting as it is to buy a new outfit for little more than the price of a cinema ticket, nagging doubts as to why High Street clothes are so cheap can make them feel less comfortable to slip into. That bargain dress doesn't look quite so pretty once we start to wonder whether the cotton was picked by a child in Uzbekistan then stitched together by someone working enforced overtime for less than a living wage in a sweatshop in Asia.” Goldberg (2006)

It is suggested to the reader that in buying ethically produced garments, they benefit garment producers and, in so doing, benefit themselves by appeasing their consumerist conscience. A senior retail analyst at Mintel is reported to acknowledge that the route of more ethical production also has benefits for the retailers that

'...know they could risk their reputations and their customer base if they are seen not to behave ethically.'
Child (2006)

However, warnings to retailers are also presented so much as that Hearson (2006) who highlights the incompatibility in *'claiming a product is ethical and manufacturing in China'* where workers are *'typically paid 20p to 30p an hour'*.

Given that the clothing industry is one of the worst industrial offenders in terms of environmental damage, Goldberg's readers were also presented with information which emphasised the environmental benefits of more ethical fashion choices. The author presents the following information in order to highlight the importance of a raised consumer awareness of the fact that

"...one pair of jeans requires 10,850 litres of water and an unhealthy dose of some of the world's most hazardous pesticides and carcinogenic chemicals.

and that

" Growing cotton accounts for 24 per cent of global insecticide use and is believed to account for one million cases of poisoning and as many as 20,000 deaths a year." Goldberg (2006)

Goldberg extols the benefits of buying organic and Fairtrade fashion while reminding readers of the impact of the fast fashion trend as "...in Britain alone, 500,000 tons of unwanted clothing end up in landfill sites each year."

5.2.6.4 Theoretical Code: APPEAL (natural & progressive but exclusive)

Within the articles, also shown in Sim (2006), ethical clothing was typically presented as being manufactured using natural fibres such as sustainable silk, organic cotton, bamboo. Alongside this was communication about the progressive nature of fabrics and technological advances on the production of ethical fashion products.

Big advances are being made when it comes to the fabrics being selected by designers. There's bamboo (fast-growing, 100 per cent recyclable and naturally antimicrobial), hemp, used by designers such as Paul Smith (requires little water and few chemicals to cultivate), and organic cotton. Smith's ultra-stylish ecorange includes a moss-green organic cotton tee with a white collar perfect under a linen jacket and a beautifully cut red-and-white Breton-style Aertex top. (Moral Fibres)

This was typically demonstrated through *'fleeces made from recycled bottles'*, Portas (2006), and through the reporting of brand innovations such as that of Paul Smith and *"Smedley's concept of 'Luxury Redefined'; the perfect T-shirt, made in Derbyshire from naturally irrigated, organic, fair-trade, luxury Peruvian cotton, from a mill powered by renewable energy."* Ref?

It would appear that, aligned to the 'trickle down' process of the standard fashion system the appeal for ethical fashion was, at this time, driven by progressive nature of designer labels. In posing the question *"So where can we find really great, gorgeous clothes that combine fashion and flair with ethical concerns?"* Ref? The response typically came in the form of designer or independent brands such as Phillip Lim, Danish label Noir, John Smedley, Edun, Austique, Howies, American Apparel and Marc O'Polo.

This exclusivity and limitations on mainstream consumer access was recognised, questioned and reported extensively within style pages of fashion magazines such as Marie-Claire,

"...so what does ethical fashion have to offer me? Well, quite a lot, as it turns out. Take this beautiful lace dress by Pearl Lowe But, as elegant and stylish as Lowe's dress...it costs £1,400, which just doesn't seem that ethical" Pool (2008)

In recognising the appeal and the prohibitive pricing, there were a number of claims similar to those expressed by Pool and evidence of an overriding view that, *"until the high street gets on board, it will be a struggle to wear ethical clothes every day"* Ref?. However, as suggested in the quote below, it was proposed that the concept of exclusivity had the potential to impede consumer participation and, potentially, lead to cynicism and, possibly, disengagement.

"...not everyone can afford the high designer price tags, so how can we put our ethical values into practice in everyday life? I do despair when I see a few fair-trade organic T-shirts displayed in some of the massive value fashion chains. I think it's a total lip service, especially as most of the stock is rubbish, produced in the sweatshops of Asia, stacked high and sold cheap" Portas (2008)

5.2.6.5 Core Category: Consumer Behaviour

Figure 5:9 below represents the core category of CONSUMER BEHAVIOUR. Discussion that follows will make direct reference to the media texts that illustrate and account for each

theoretical code and the selective codes that expose the ways in which consumers appeared to experience and navigate ethical fashion during the period 2006—2008.

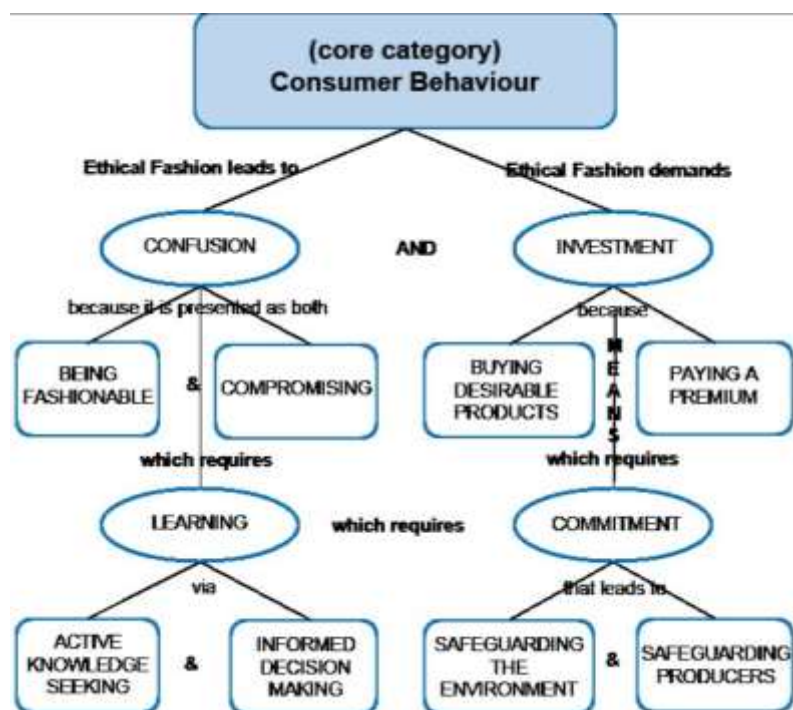


Figure 5:9 Core Category: Consumer Behaviour

5.2.6.6 Theoretical Code: CONFUSION (being fashionable & compromising)

Discussion in the section 5.2.6.2 exposed the confusion surrounding the ethical fashion message in relation to clothing attributes. These findings suggest that the mainstream consumer is likely to be easily confused by the range and variation in the media messages presented and also expose the confusion surrounding the concepts of being fashionable and being a compromise. The quotes used in section 5.2.6.2 provide sufficient insight to the nature of this confusion from the perspective of fashionability and compromise, there would appear to be little value in repeating them here.

Within section 5.2.6.2, the range of descriptive codes such as *green fashion*, *eco-fashion*, *ethically conscious clothing* draw attention to the potential for confusion in trying to define ethical fashion is. The Ethical Company Organisation (ECO) was reported to have admitted that “*with the plethora of ethical and eco fashion products and messages coming onto the market almost weekly*” there was a need for clarity of information.

5.2.6.7 Theoretical Code: LEARNING

(active knowledge seeking for informed decision making)

Data suggested that in order to manage and work through their confusion about ethical fashion, consumers had much to learn. The suggestion within the media texts was that fashion consumers needed to be pro-active in their knowledge seeking “...*looking out not just for Fairtrade labels, but also for companies who state openly that they have programs in place to ensure their employees in factories abroad are getting a fair wage.*” (Fairtrade process code report) The claim being that “... *consumers are the biggest driving force in the trend for socially and environmentally sound clothing.*” (Fairtrade process code report).

Those in the know predict that fashion is set to go the same way as food. Yes, we'll all be checking our labels for seals of approval such as 'organic', 'fair trade' and 'ethical' by the end of next year in the way we do our chicken or coffee. (ref)

However, unlike the familiar terms of ‘organic chicken’ or ‘Fairtrade coffee’, ethical fashion was presented using terms which appeared to be less familiar. In his 2006 report ‘Clean Up Fashion’ Martin Hearson rated UK high street fashion retailers by their ethics. In his report, Hearson claimed that customer confusion surrounding the various ‘Fair Trade’, ‘Eco’ and ‘Ethical’ labels in relation to fashion and clothing, was hindered by lack of representation by one single body, which in turn led to half-hearted promotional campaigns by retailers that “*masquerade as conscientious*”.(Fairtrade process code report).

It would appear that consumers were being asked to become more informed in their decision making and active in their pursuit of information about both the social and environmental impacts of their purchasing decisions. However, within the same media texts was the suggestion that readers should retain a somewhat cynical stance in their interpretations of retailer communications yet no firm advice could be offered in terms of where to seek the information required. While the BBC promoted their ‘Threads’ website as a ‘one-stop shop’ for information about ethical fashion and organisations such as the Ethical Trading Initiative and the Ethical Company Organisation are referred to, the breadth and depth of the information required to inform decision making seemed to require an easy to locate resource that would enable a high level of analysis if a consumer wished to simultaneously consider the impact of water-use, the use of chemicals, issues of landfill and matters of social inequity in the production and choice of fashion garments.

5.2.6.8 Theoretical Code: INVESTMENT

(buying desirable products means paying a premium)

Fletcher (2008) proposed that consumers “*look within themselves at how they spend cash.*” As presented and discussed in section 5.2.6.4 the exclusivity of ethical fashion products appeared to be driven primarily by price and the market level of active brands. The examples of £150 for a pair of jeans and £1400 for a dress suggest that to participate, consumers would be expected to pay a premium and invest their ethical fashion wardrobe. Indeed, journalist for The Mirror, Fletcher (2008) posed the question, ‘*Is ethical shopping a luxury we can’t afford?*’. As the ‘credit crunch’ hit the UK and the availability of fast fashion reached its peak, Fletcher asked his readers, “*...can you really afford to care?*”. Reporting on the exposure of Primark’s abuse of child labour, Fletcher asked mainstream consumers whether they were willing to pay a premium for products that would avoid social inequity. The overriding response was that, despite recognition of the inherent moral issues and desirability of purchasing more ethical product choices, given the economic climate, it was “*... easy to forget ethics*”

5.2.6.9 Theoretical Code: COMMITMENT

(safeguarding producers and safeguarding the environment)

Despite the comment above, a YouGov survey commissioned in 2006 by Marks & Spencer prior to the economic downturn, found that 78 per cent of consumers wished to “*...know more about how goods are made, including the conditions in the factories where they are produced; 59 per cent admitted already buying fair trade products, while almost one-third said they had chosen not to buy an item of clothing because they felt concerned about where it had come from or the conditions under which it had been made.*” Thompson (2006).

It would appear that a good number of mainstream consumers had the will to participate in more ethical purchasing decisions however, the impact of the economic climate had a severe impact upon the ability or the will to commit. It could be argued that, given the complex nature of the information that was accessible via mainstream media channels coupled with a lack of clarity about where to seek further, reliable information, the ability of the mainstream consumer to commit was severely hindered.

5.2.6.10 Core Category: Retailer Behaviour

Figure 5:10 below represents the core category of RETAILER BEHAVIOUR. Discussion that follows will make direct reference to the media texts that illustrate and account for each theoretical code and the selective codes that expose the ways in which the behaviour of retailers was represented in relation to ethical fashion during the period 2006—2008.



Figure 5:10 Core Category: Retailer Behaviour

5.2.6.11 Theoretical Code: COMMITMENT

(acknowledging challenges & committing to ethical practices)

"There are two broad criteria that brands should be judged on; their commitment to the environment and their commitment to the human rights of their work force, from production to shop floor" Hearson (2006)

The call for retailer commitment was clearly expressed within the texts although a recurring theme was that of a *'half hearted'* rather than a *'genuine commitment'* Sankey (2007). Horror was expressed at the fact that retailers could *"specify the exact width of a hem or position of a pocket yet claim they can't find out about or stop child labour in their factories."* Thompson (2006).

The challenge of commitment to ethical practice was recognised in the reporting of high street brands that had made attempts to address some pressing issues. While Tesco was berated for its reputation for forcing down rates paid to suppliers to keep prices low in the shops and for their fuelling consumer appetite for 'throwaway fashion', Monsoon and Sainsbury's were acknowledged for their 'responsible' practices in cotton production and Fairtrade. However, both Monsoon and Sainsbury's also came under attack for ignoring human rights issues associated with their supply chains.

Within the sample articles, readers were exposed to organisations such as Labour Behind the Label and the Ethical Trading Initiative; organisations which were associated with commitment to ethical practices. However, reports were clear in expressing that while retailers may have signed up to the Labour Behind the Label or the Ethical Trading Initiative (ETI), agreed with their principles and pledged to do more, neither were regulatory bodies, and membership did not require a guarantee of ethical trading; merely an intention 'to be better'.

5.2.6.12 Theoretical Code: SURVEILLANCE

(avoiding environmental harm, certifying production processes, monitoring supply chains)

A consistent message delivered by the media was one of surveillance and a need to monitor of supply chains; a message that the ethical actions of retailers were not always as they seemed and that the media and campaigners were maintaining a watchful eye. Lister (2007) used the example of Sainsbury's "...latest fashion must-have" which was "...slammed by green campaigners"; Hindmarch's "...cotton beige carry-all, emblazoned with the words 'I am not a plastic bag' had been 'exposed' for being manufactured in China. Martin Hearson of pressure group Let's Clean Up Fashion, reported that *"There is an incompatibility in claiming a product is ethical and manufacturing it in China [where] workers in the garment industry there are typically paid 20p to 30p an hour"*, an action which was deemed to tarnish *'Sainsbury's image as a company that supports fair trade.'*

In response to these claims, Sainsburys are reported to have avoided the ethical claim with a shift in emphasis to avoiding environmental harm. The retailer claimed that the purpose of the bag was to provide an alternative to those that *"have a negative impact on the environment"* and in order to reduce the environmental impact *"...the bags had not been flown from China."*

Reporter, Parry (2007) presented further evidence of journalistic surveillance in the Mail on Sunday's exposure of Terra Plana, the parent company of Worn Again. With claims of being the *"ultimate eco shoe brand"* Terra Plana aims to be *'the most innovative and sustainable designer shoe brand in the world'* pledging to ensure that *'those who make our shoes should benefit rather than be exploited by their involvement'* and that *'factories should provide good working conditions'*. Parry's article provided evidence of the difficulties in certifying production processes.

Trainers made by Worn Again to mark the 15th anniversary of the Big Issue magazine sold by the homeless in Britain were reported to be Terra Plana's least environmentally friendly shoes. In sourcing recycled materials, the company had used firemen's trousers sourced in the UK, but were heavily criticised for also sourcing scrap leather from car seats, collected in Korea, and jeans, shirts and recycled rubber, all sourced in China. Worn Again claimed to have a very strong social conscience and acknowledged issues and concerns around labour practices in China, claiming that *'You can't always be perfect.'* A claim echoed in a separate article by Sands (2007) who reported the Hindmarch response to her *"accused of hypocrisy; a ruthless capitalist dressed in green clothing"*. In defending the initiative to make small ethical changes in the nature of fashion products and in defence of

the supply chain decisions made in producing her re-usable bag, Hindmarch warned that *"...if the Press makes it such agony ... it will stop other people doing it"* asking which other business is likely to stand up to ethical and environmental principles only to be ridiculed? Sands (2007)

5.2.6.13 Theoretical Code: DECEPTION

(managing reputation, masquerading as consciousness)

In a bid to manage retailer reputation, it was reported that Fairtrade or organic cotton was becoming *"the new black... used by some companies as a fast track to being seen to have worthy values when, in actual fact, it's all about sales."* Thompson (2006). Hearson (2006) accused manufacturers of peddling *"half-hearted campaigns that masquerade as conscientious"*, appearing to *"do their bit"* and gain *"positive PR or kudos ...while in the main changing very little about their production process."* Reports such as these and those reported above in relation to Sainsbury's and Terra Plana, suggest an element of deception in retailer's communication with their consumers. Hindmarch claimed that *'We were up front from the beginning that [the bag] was made in China, it is unrealistic to think that it is possible to make that bag in England for that price'*. She also suggests that while the media reports suggest a *'masquerade'*, that she and Sainsbury's were producing *"a bag that you could reuse over and over again. It all went down very well until the story claimed the bag was unethical and that we were hypocritical."* and indication, perhaps, that the media assumed rather than disclosed deception.

5.2.7 Summary of Phase 1 Findings

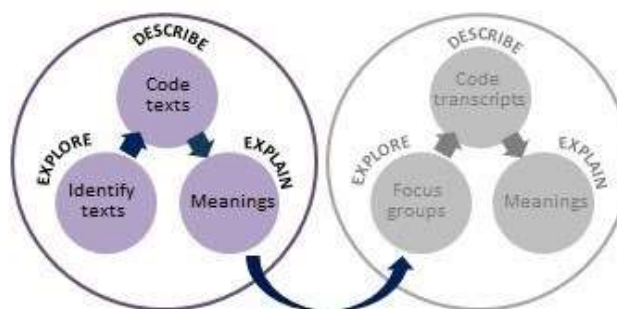


Figure 5:11 From Phase 1 to Phase 2

The data collected and analysed in phase one of this study developed insight to the nature and the content of the ethical fashion message delivered to mainstream consumer between 2006-2008. Three core categories emerged from Phase 1 analysis which explain the macro framing and the nature of communication embedded within the content of the sample articles. These are

- the attributes of ethical clothing (Figure 5:8),

- the implied behaviour of consumers in their participation in the consumption of ethical fashion (Figure 5:9) and the
- implied behaviour of retailers in the production and promotion of ethical clothing (Figure 5:10)

In progressing data analysis through 4 iterations of coding, the complexities of the language and the media frames used to present ethical fashion has been exposed.

Analysis in phase 1 of stage 1 research was founded upon the researcher's interpretations of the sample media texts. Through the process of theoretical sampling the research was progressed from phase one to phase two; theoretical sampling for the second and third phases was directed by the core categories **Consumer Behaviour** and **Retailer Behaviour**.

The aim of phase two of the research was to expose the mainstream consumer interpretation of the lexicon of ethical fashion and to gain insight to the micro frames that inform these and to explore further the root of confusion in the mainstream consumer interpretation of the ethical fashion message.

5.3 Findings - Stage 1, Phase 2 Analysis: Focus Groups

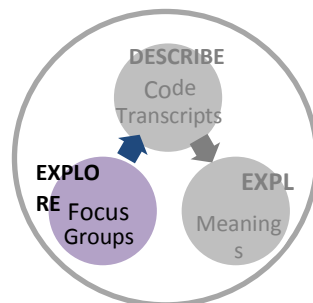


Figure 5:12 Phase 2: Focus Groups

5.3.1 Introduction

Twenty three women between the ages of twenty and forty five were conveniently sampled to participate in five separate focus groups; 34% were educated to degree level, 26% of the group 'A' level, 18% to GCSE, 13% possessed a college diploma and 9% had achieved a college level National Vocational Qualifications. Of the twenty three, 39% were employed in administrative work, 22% were students, 13% held managerial positions, 9% worked in secretarial roles, 9% in domestic roles, 4% in beauty and the final 4% in teaching. Readership of mainstream media texts amongst the sample is shown in table 5:17. In each of the five focus group sessions, prior to group

Media	Sample Texts	Readership among sample group
Newspaper	The Daily Mail	30%
Newspaper	The Mail on Sunday	17%
Newspaper	The Sun	17%
Newspaper	The News of the World	13%
Newspaper	The Mirror	6%
Newspaper	Metro	30%
Fashion Magazine	Cosmopolitan	9%
Fashion Magazine	Glamour	9%
Fashion Magazine	Marie Claire	17%

Table 5:17 Media readership among sample group

discussion, participants were asked to complete two exercises. The first of these was a word association exercise, the second exercise built upon the word association exercise and asked participants to provide a simple definition of each of the words in the *a priori* code list. Each participant had two sheets of paper with the list of words on each. For both

a priori Codes
ETHICAL FASHION means
ORGANIC means
FAIRTRADE means
ENVIRONMENTAL means
ECO means
SUSTAINABLE means
GREEN means
SAVING THE PLANET means
VINTAGE means
RECYCLED means
CONSCIOUS CONSUMER means
CARBON FOOTPRINT means
ETHICALLY CONSCIOUS
ECO-CHIC
ECO FASHION

Table 5:18 *a priori* codes: Focus Group Discussion

exercises, participants were encouraged to write as many associations as they wished. In order to reveal the associative relationships between the *a priori* codes and the participants' knowledge and experience of ethical fashion, no limitations were set for the number of associations or the number of definitions. The exercises and subsequent discussion of responses helped to develop insight to how the language and terminology of ethical fashion was interpreted by the mainstream female consumer.

Table 5:18 above lists the *a priori* codes which were taken to the focus groups. Three of the original codes were removed (through scored in table 5:18) due to a relative lack of ambiguity and were replaced with 3 new codes which emerged in Phase 1 analysis through discussion of theoretical code 'CONFUSION'. The codes 'Eco-Chic' and 'Eco Fashion' had been used regularly within the media texts to define ethical clothing while the term 'Ethically Conscious' had been used to describe both ethical fashion collections and associated consumer behaviour. These three codes were deemed to be descriptors of ethical fashion that were likely to have been seen and considered confusing by participants and so worthy of investigation alongside the term 'Ethical Fashion'.

The findings of the focus group activities are presented in the following sections. The findings of the word association exercise are presented first in section 5:3:2. In this section the findings expose the frames of reference used by participants in their consideration of the words and phrases used to present ethical fashion in mainstream print media. This is followed in section 5:3:3 by the findings of the exercise in which participants were asked to define the *a-priori* codes. Finally analysis of focus group discussion, presented in section 5:3:4, pursues avenues of enquiry which emerged in the sharing of associations and definitions and enabled clarification of the codes 'CONFUSION', 'CONVENIENCE' and 'LEARNING' which had emerged in Phase 1.

5.3.2 Word Association

Research Question: What the mainstream female consumer's 'frame of reference for ethical fashion? SYNTHESISE

As discussed in the chapter four, projective techniques help the researcher to expose the often unspoken knowledge base of participants to uncover their inner perspectives on a given subject (Gordon & Langmaid, 1988:90; Loudon & Della Bitta, 1993:619) The word association exercise was used to open the focus group activity in order to enable (Will, Eadie & MacAskill, 1996) but not lead participants in reflection upon their knowledge of ethical fashion and its related language. The word association exercise exposed the participants feelings of "what word goes with what;" and enabled the researcher to consider the variants of associations through the development of 'thematic codes', and to expose the difficulties experienced by some participants in making any associations.

Following a similar coding procedure to that established in analyses of the media texts, the initial codes generated by the response words were subjected to a process of constant comparison in order to reduce data and to create a cluster of associative representations for each *a-priori* code. These associative representations are the equivalent of the Phase 1 process code, however, rather than using the gerund form to denote action or process, they are presented in the form of words or phrases that denote the theme of association and were labelled 'thematic codes'. The thematic codes gave insight to the participants frames of reference for each *a-priori* code and ultimately for the concept of ethical fashion. These codes were then subject to a third cycle of comparative analysis to establish a set of selective codes which were labelled Core Categories of Association.

In the first step in the process of data reduction, the responses for each *a-priori* code were analysed and homogenised to create a final set of initial codes. That is, responses that were semantically similar were clustered and themed according to their collective meanings or interpretation as shown in Appendix 5:5, table 5:5:1. Due to similarities in associations, the number of initial codes retained after the data were homogenised was often smaller than the original number of responses recorded for the total number of focus groups. However, due to there being no limit to the number of responses given, on occasion, the number of codes was greater than the number of participants. For the purpose of clarity and to distinguish the use of the *a-priori* codes in this stage of analysis, they are each presented in the form 'The term [*a-priori* code] makes me think of...'

5.3.2.1 Thematic Codes to Core Categories of Association

Prior to the first cycle of data reduction in this phase of analysis, a simple percentage count was taken of the similarities in responses so as to record an indication of the strength of association to each *a-priori* code. Tables 5:6:1a and 5:6:2a in Appendix 5:7 show the full set of *a-priori* codes, thematic codes (and the weighting of their association with the *a-priori* code) and categories of association generated by the word association exercise. Table 5:19 below provides a summary of the frames of reference suggested by analysis of the thematic codes and the subsequent clustering of themes into categories of association.

Core category of association	Associated <i>a-priori</i> code	Number of <i>apriori</i> codes
CONSUMER BEHAVIOUR (CORE category phase 1)	Ethical Fashion, Eco, Environmental, Green, Conscious Consumer, Recycled, Sustainable, Eco-Fashion, Eco-Chic, Ethically Conscious	10
THE ENVIRONMENT (EMERGENT cat phase 2)	Eco, Environmental, Green, Conscious Consumer, Recycled, Sustainable, Eco-Fashion, Eco-Chic, Ethically Conscious	9
CONSUMER KNOWLEDGE (EMERGENT cat phase 2)	Eco, Green, Conscious Consumer, Recycled, Sustainable, Eco-Fashion, Eco-Chic, Ethically Conscious	8
GENERIC PRODUCT ATTRIBUTES (EMERGENT cat phase 2)	Eco, Organic, Fairtrade, Green, Recycled, Sustainable, Ethically Conscious	7
CLOTHING ATTRIBUTES (CORE category phase 1)	Ethical Fashion, Organic, Fairtrade, Conscious Consumer, Eco-Fashion, Eco-Chic	6
RETAILER BEHAVIOUR (CORE category phase 1)	Ethical Fashion, Fairtrade, Sustainable, Eco-Fashion, Eco-Chic, Ethically Conscious	6
LIFESTYLE (EMERGENT cat phase 2)	Ethical Fashion, Conscious Consumer, Eco Fashion, Eco-Chic, Ethically Conscious	5
FOOD ATTRIBUTES (EMERGENT cat Phase 2)	Organic, Fairtrade,	2

Table 5:19 Categories of Association and Associated *a-priori* codes

The three core categories developed in Phase 1 of the research, Consumer Behaviour, Clothing Attributes and Retailer Behaviour, proved to be a conceptual fit for some of the thematic codes. However, analysis exposed the emergence of five new categories of association. Of these five, the categories of 'CONSUMER KNOWLEDGE' and 'THE ENVIRONMENT' were associated with the majority of *a-priori* codes. Discussion that follows will consider first the findings associated to the core categories exposed in Phase 1 analysis and progresses to consider the two most significant categories to emerge.

5.3.2.2 Core Category (Phase1) Consumer Behaviour

Core Category of Association (Phase 1): Consumer Behaviour					
<i>a priori code</i>	Thematic Code	%	<i>a priori code</i>	Thematic Code	%
Ethical fashion	Hippy Awareness	9% 4%	Recycled	Awareness Recycling	13% 34%
Conscious consumer	Shopping Awareness, parent Caring Selecting, organic Ethics Hippy Price	26% 18% 13% 17% 9% 4% 4%	Environmental	Care, concern, friendliness Awareness Health Global issue Natural surroundings, green Eco-friendly Activist	26% 16% 5% 21% 5% 10% 5%
Green	Awareness Recycling Ethics	7% 7% 7%	Ethically Conscious	Awareness Care & concern Considerate shopping Hippy	22% 22% 18% 4%
Eco	Warrior	9%	Eco-Chic	Hippy Attempt to be cool	4% 9%
Eco Fashion	Awareness Middle class	4% 9%	Sustainable	Energy, over-using Re-use	17% 9%

Table 5:20 Category of Association: Consumer Behaviour

Key themes: Awareness, Care, Shopping, Someone Else / Not Me.

Many participants recorded a distinct association between *a-priori* codes and consumer behaviour, particularly with the themes of 'Awareness' and 'Care'. These two thematic codes appeared to be aligned with the concepts of 'INFORMED DECISION MAKING' and 'SAFEGUARDING THE ENVIRONMENT' which emerged in Phase 1. It was evident across the focus groups that there was a great deal of 'awareness' of the words presented. It became apparent in listening to participants that much of the awareness regarding the words and phrases presented was developed through the activity of shopping and in their every-day engagement with sorting domestic refuse and recycling. However, despite this awareness, it seemed that the actual consumer behaviour being proposed was that of 'others', other people with a different or alternative lifestyle indicated most succinctly in the emergent category of Lifestyle shown in table 5:21. The association with hippies and ecowarriors appeared to the researcher be a somewhat dated association and was noted as a point of interest for further exploration in the focus group discussions

The reference to middle-class appeared to be founded upon an association between ethical clothing, and generic 'ethical' products and an assumption of high price indicated in the following participant quotes.

"It all comes down to price" (All agree)

RUTH

"I think at the price that it is, they' are only targeting a certain customer, you're not targeting everyone who might want to do it but they're not in a position to."

SOPHIE

The final quote below is indicative perhaps of the association with 'other' consumers as opposed to those that share the demographic profile of the participant groups and who are possibly not considered mainstream.

"You know when you say eco-clothing? It makes me come to mind of all hippy style clothes, not very fashionable, you know what I mean? Grungy, sort of... well... not the sort of thing we'd wear."

CLAIRE

Emergent Category: Lifestyle		
<i>a priori</i> code	Thematic Code	%
Ethical fashion	Hippy	9%
Conscious Consumer	Hippy	4%
Eco Chic	Hippy	9%
Eco Fashion	Middle Class	4%
Ethically Conscious	Hippy	4%

Table 5:21 Category of Association: Lifestyle

5.3.2.3 Core Category (Phase1) Clothing Attributes

The discussion in the previous section may provide insight to the association with 'designer and niche clothing'. Indeed the theme of 'price and exclusivity' with ethical clothing emerges within the category 'CLOTHING ATTRIBUTES'. The associations that emerged in relation to clothing attributes; particularly in relation to Ethical Fashion, Eco-Chic and Eco-Fashion, were expressed with some negativity and distance, indeed perceived as being out of reach for the mainstream consumer. Discussion of these associations revealed that the participants did not normally associate the language of ethical fashion with clothing. Other than the familiar codes Fairtrade and Organic which were associated with Cotton and the code Sustainable that was associated with Oxfam and the 'recycling' of clothes, the *a-priori*

Core Category (Phase1): Clothing Attributes		
<i>a priori</i> code	Thematic Code	%
Ethical fashion	Craft	22%
	Cotton, Hemp	13%
	Price	13%
	Boring & bland clothes	9%
	Ethnic, cultural dress	4%
Fairtrade	Cotton clothing	13%
Organic	Cotton	9%
Eco-Chic	Fashionable	13%
	Eco Friendly	13%
	Price, exclusivity	13%
	Craft,	4%
	Bland clothes	4%
	2 nd hand clothes	4%
Eco-Fashion	Designer /niche clothing,	42%
	Cotton	9%
	Ethical	9%
	Trend	4%
	Ethnic	4%
	Rustic	4%
Sustainable	Oxfam	9%

Table 5:22 Category of Association: Clothing Attributes

Key themes: Designer, Ethnic/Rustic, Cotton, Boring & Bland

codes were in fact more typically associated with generic product attributes and food (see tables 5:23 & 5:24 below), a powerful frame of reference that was evident in every focus group discussion and, it seemed, deemed to be more accessible in terms of active mainstream consumer behaviour.

The following quotes were indicative of the conflicting nature of the associations that were made and the reason, perhaps, why a number of *a-priori* codes do not appear in this category of association.

“ When you talk about like environmental, I might think of fashion and the environment”

KAT

“You see I don't. I think with the whole eco and environment and stuff I think more about things involving chemicals and manufacturing harming you with chemicals (Kat: Cotton?) Yeah...my mum buys eco cleaning products (Gemma: yeah and like the washing powder and things like that ...) and I think with Fairtrade, I think generally more people seem to be involved with Fairtrade more with food because its more accessible. It's sort of...like Fairtrade chocolate is kind of everywhere really and Fairtrade coffee is...”

SASKIA

Emergent Core Category: Generic Product Categories		
<i>a priori</i> code	Thematic Code	%
Eco	Friendliness, no harm Detergent	26% 4%
Organic,	Price	4%
Fairtrade,	Price	4%
Green	Natural, goodness	14%
Recycled	Eco-friendly	9%
Sustainable	Longevity Price	13% 4%
Ethically Conscious	Price	9%

Table 5:23 Category of Association: Generic Product Categories

Emergent Category: Food Attributes		
<i>a priori</i> code	Thematic Code	%
Organic	Food, Freshness, Health	69 %
Fairtrade	Food, Labels, Supermarket	69 %

Table 5:24 Category of Association: Food Attributes

In the responses of a number of participants, there was evidence of difficulty in making associations between these words and clothing, particularly with reference to the codes 'Eco-Chic' and Eco-Fashion', terms which had been used in the media promotion of ethical clothing. Indeed, prior to making an association with a number of codes in relation to clothing, participants were seen to make strong attempts to define the words for themselves first. This is indicated in the quotes that follow;

"I've done the same thing (again) - I've started to talk about what it is. I've put clothes made and sourced in an ethical way."

RUTH

"I've done the same sort of thing again. Because I was a bit like that (hand rock to show confusion) about eco anyway I've put environmentally friendly clothes."

AMANDA

"I guessed...it sounds like dressing on a budget so people who wear second-hand clothes and shop at charity shops."

LAURA

"I put cotton clothes. I didn't really understand it."

VANESSA

"I just thought clothing."

CLAIRE

"I just put clothes, fashion clothes, I think."

JACKIE

Although there were some associations with clothing, the nature of the clothing was unclear and appeared to be somewhat confusing. Given the associations with other products and reference to product labels, some participants were asked whether they had seen these words on packaging, or labels to do with clothing. Their responses indicated a distinct lack

of awareness in terms of garment labelling and a lack of engagement with any forms of promotion.

"I don't think I've seen any clothing, have I? I've no idea what... have you seen it on the clothing?"

JACKIE

"I don't see many clothes with organic on it."

VANESSA

"No, it's not advertised...I don't know, I don't know. I've never seen it on clothing. It's not widely advertised much on clothing, more on foods, than it is on clothing."

JACKIE

The associations held by some of the participants with regards to the attributes of ethical clothing were related to ethnic styling and cultural dress, indicative of limited knowledge or simply a misinterpretation of the word ethical. Indeed this is a concern expressed by a participant that had some awareness and knowledge of ethical fashion;

"...When I first started, business people would say oooh its ethnic (laughs)...It just that all those words blur into one and they haven't got a defined...they haven't got a definition in terms of branding and marketing."

RUTH

The root of the negative associations with ethical fashion were at this stage unclear but it was evident that amongst participants there were distinct limitations in a knowledge base, frames of reference or prevailing schema, on which to build associations with clothing. Indicative perhaps of a link to Phase 1's theoretical codes of 'CONFUSION' and 'APPEAL' (see figure 5:8).

5.3.2.4 Core Category (Phase1)

By way of contrast with discussion in the previous section, the thematic codes listed in Table 5:25 above, suggest a relatively high level of awareness and understanding with regard to the concept of Fairtrade in particular and with the benefits and requirements of retailer engagement. It appeared that the frame of reference informed by participant awareness of or engagement with generic 'ethical' household products and food products had led to associations with the practice of product sourcing and an appreciation of the impact of retailers' sourcing decisions. The thematic codes suggested a set of consumer expectations of retailers and a conceptual fit with the theoretical 'COMMITMENT' developed in Phase 1 analysis (see Figure 5:10). There was little discussion of retailers in relation to the word association exercise, this could have been indicative of a certain level

of clarity in terms of participants' expectations of retailers, however, at this point, that was unclear to the researcher.

Core Category (Phase1): Retailer Behaviour		
<i>a priori</i> code	Thematic Code	%
Ethical fashion	Fairtrade	18%
	Ethical sourcing	13%
	People Tree	4%
Recycled	Re-using, re-making,	34%
Fairtrade	Fairness, equality, pay, workers overseas	61%
Sustainable	Balance, achievement, impact	13%
	Oxfam	9%
	Alternatives, Sourcing	9%
Ethically Conscious	Sourcing	9%
	Ethics	4%
Eco Chic	Ethical sourcing	4%
Eco Fashion	Safe practice	9%

Table 5:25 Category of Association: Retailer Behaviour

Key themes: Fairtrade, Sourcing

5.3.2.5 Emergent Category: The Environment

Despite the observation that both generic products and food products appeared to provide a strong frame of reference for the associations made by the participant groups, the strongest set of thematic codes (associated with 75% of the *a-priori* codes) were categorised by 'THE ENVIRONMENT' and in particular the themes of climate change. Upon closer inspection of the initial codes and source responses to the word association exercise, it seemed likely that the most influential frame of reference within this category was that of domestic recycling. However, despite the clarity of the association with climate change and domestic activity, there was evidence in related discussion of some tension between levels of awareness and knowledge of these concepts and participant understanding of the associated terms. Insight to this dilemma or possible dichotomy in knowledge and understanding is provided in the extracts presented below with reference to the *a-priori* code 'eco';

“I put global warming but I'm not sure that I know what it (eco) is really when I'm trying to describe it on the second bit (Carly: I struggled with that as well)” SALLY

“Because I just put words that are linked to it like warrior and friendly so, things that you would use with eco, but not necessarily knowing what the eco means”

CARLY

“Erm... such as eco... I think some of these are quite hard because they can cross boundaries and they can sort of mean different things.”

SASKIA

Emergent Core Category: The Environment		
<i>a priori</i> code	A Thematic Code	%
Eco	The Environment, global warming	30%
Environmental	The Environment (global warming, emissions, recycling, waste)	52%
	Industry	5%
Green	Environment Eco	27% 20%
Conscious Consumer	The Environment	4%
Recycled	The Environment	9%
Sustainable	The Environment	4%
Eco Fashion	Environment, recycling	22%
Eco Chic	The environment, 'green' clothing	13%
Ethically Conscious	Environment	18%

Table 5:26 Category of Association: The Environment

Key themes: Climate change, recycling

Perhaps an element of confusion that extends the preliminary theory developed in Phase 1 presented in figures 5:8 and 5:9.

5.3.2.6 Emergent Category: Consumer Knowledge

Emergent Core Category: Consumer Knowledge		
<i>a priori code</i>	Thematic Code	%
Conscious Consumer	Thinking, intelligence	26%
Eco	Contraction of ecological	4%
Green	The colour	27%
Recycled	Public information campaign	4%
Sustainable	No associations	9%
Ethically Conscious	No associations Knowing about products Intelligence	9% 4% 4%
Eco Chic	No associations	9%
Eco Fashion	No associations	4%

Table 5:27 Category of Association: Consumer Knowledge

Key themes: Intelligence, thinking, not knowing

The second most prominent category of association to emerge in this stage of analysis was that of 'CONSUMER KNOWLEDGE'. The concept of knowledge was tentatively considered in Phase 1 research in relation the emergence of the selective code 'CONFUSING' (see Table 5:27 and Appendix 5:3, Tables 5:3:1, 5:3:2 & 5:3:3). Rather than confusion per se, here the issue often appeared to be the perception of a requirement for knowledge that was not possessed in order to understand and make associations with the codes. The perception of a distinct lack of knowledge in some cases may be indicative of the consumer requirement for pro-active 'LEARNING' proposed in the theoretical codes of Phase 1 (see Figure 5:9).

As stated in section 5:2:5, in the focus group discussion, it became apparent that many participants made attempts to define words before being able to make associations. This indicates that, in some cases, the association was not freely linked or connected with knowledge already held. It was possible that what was being exposed here was not necessarily a simple lack of knowledge on the part of the mainstream consumer groups, but a lack of exposure to and an implicit complexity in relating many of the *a-priori* codes to clothing. A suggestion made by a number of participants and partially explained in the following extract;

"The confusion about these words doesn't help promote the products. It does confuse people doesn't it? You've not been brought up with this sort of terminology or this wording in any way from being younger and moving forward with it perhaps younger generations it might be different. They have been brought up on recycling, they have been brought up on energy efficiency, and they have been brought up on sustainability and all that sort of stuff."

SAM

5.3.2.7 Considering the findings of the word association exercise

The findings of this section are tentatively summarised in Figures 5:13 and 5:14. In analysing the core categories of association, it was noted that the overriding frame of reference for the mainstream consumers' association with the lexicon of ethical fashion was that of 'THE ENVIRONMENT'. It was evident that the prevailing environmental discourse had an influence upon the nature of mainstream consumer knowledge as did their exposure to the labelling and promotion of GENERIC 'ETHICAL' PRODUCTS and organic and Fairtrade foods. It was apparent that the words used in the media presentation of ethical fashion were in fact more readily associated with household products and FOOD.

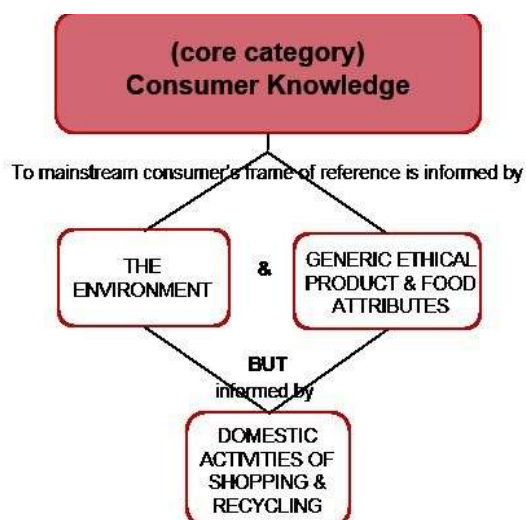


Figure 5:13 Preliminary Selective Codes - Frames of Reference: Consumer Knowledge

The extent of associations with the category of Consumer Behaviour suggested that there was a high level of awareness regarding what were predominantly pro-environmental behaviours however, it seemed that typically, these were the behaviours of consumers other than the participant group.

The associations with Consumer Knowledge suggested that there were indeed limitations in the knowledge base of the mainstream consumer and a strong suggestion in the thematic codes 'intelligence' and thinking' that, as suggested in Phase 1, LEARNING was perceived to be fundamental to clarification of and involvement with the ethical fashion message. It emerged that there was a distinct possibility that the association of the *a-priori* codes with fashion products exposed a dichotomy in knowledge and understanding as the relationship between these words and clothing appeared to be inherently complex. While the words presented were clearly familiar to participants, they were not all freely associated with clothes. The concept of CONFUSION re-emerged with specific reference to particular codes such as media descriptors 'Eco-Chic' and 'Eco-Fashion' and the prefix 'eco'. The word association exercise suggested, albeit tentatively, that consumer behaviour in relation to involvement with ethical fashion was perceived by the mainstream consumer to be associated with particular lifestyle choices and predicated upon a particular level of income and associated lifestyle; not necessarily their own. However, it was evident that, for the mainstream consumer, understanding of ethical fashion was, to some extent, influenced by their own domestic frames of reference, related to and in some way informed by the activities of shopping and recycling.

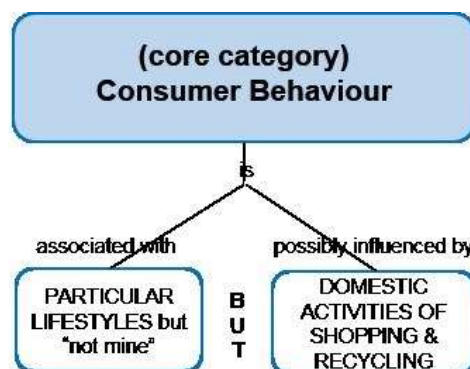


Figure 5:14 Preliminary Selective Codes Frames of Reference: Consumer Behaviour

The word association exercise alone was not enough to develop cogent insight to the specifics of the complexity in mainstream consumer understanding of the words used in relation to clothing attributes or indeed to that of retailer behaviour though it did however serve to enable more focussed consideration of the participants' interpretations and definitions of each *a-priori* code.

5.3.3 Consumer interpretation of the ethical fashion lexicon

Research Questions: How does she interpret the lexicon of ethical fashion?

5.3.3.1 Establishing Initial Codes

The coding of the participants definitions of each of the *a-priori* codes followed the same procedure as that established for analysis of the media texts. Initial codes shown in Appendix 5:9, Table 5:9:1 can be read as *ethical fashion means*.

Unlike the patterns in the number of initial codes recorded for the media texts in Phase 1 analysis, the number of initial codes recorded in the focus groups was deemed less significant given that it was accepted that there was likely to be repetition in the definitions for each *a-priori* code. However, given the discussion in section 5:3:2:5, it was noted that *a-priori* code 'eco' had significantly fewer recorded definitions than the rest. Given that the meaning and understanding is an antecedent to behaviour, in this cycle of analysis, it was the process codes that were identified as being most useful in exposing the similarities and differences in participants' interpretation of the *a-priori* codes when compared to the researcher's interpretations of the initial codes generated by analysis of media texts in Phase 1.

Discussion that follows will first consider the comparative differences in the numerical data generated through the analysis of the process codes in Phase 1 and Phase 2. The discussion in section 5:3:3:3 will consider the *a-priori* codes and process codes through a third iteration of analysis that is selective coding. Appendix 5:2 (Table 5:21) shows the process codes and selective codes generated by the qualitative content analysis of both the media texts and the word definition exercise. Tables 5:28, 5:29, 5:30 and 5:31 summarise this data and support discussion that follows.

5.3.3.2 Reviewing the Process Codes (exposing action)

Table 5:28 shows the total number of process codes generated in Phase 1 plus those additional codes generated in Phase 2 through the code definitions exercise. In the analysis, all definitions that generated the same process codes as those recorded for the media texts were emboldened in black, the new emergent codes emboldened in red (see Table 5:21 in Appendix 5:2).

In considering the observations made in Phase 1 - the higher number of process codes being indicative of greater ambiguity in the interpretation of each *a-priori* code - consideration of these Figures suggested, in the first instance that the same codes of 'ethical fashion means' and 'environmental means', were the codes that caused the greatest confusion. However, it was observed in highlighting the three *a-priori* codes with the greatest number of process codes (highlighted in red) that 'sustainable means'

had generated the greatest number of additional process codes while the new *a-priori* codes ‘eco-chic means’ and ‘ethically conscious means’ had generated more.

a priori Codes	No. Process Codes Media Texts	No. Process Codes Focus Grps	No. Process Codes Total Stage 1 + Stage 2
ETHICAL FASHION means	42	+13	55 *
ENVIRONMENTAL means	26	+12	38 *
FAIRTRADE means	21	+4	25
ECO means	19	+4	23
ORGANIC means	17	+6	23
GREEN means	14	+12	26
SUSTAINABLE means	11	+17	28 *
SAVING THE PLANET means	11	--	--
RECYCLED means	10	+4	14
CONSCIOUS CONSUMER means	10	+7	17
VINTAGE means	6	--	--
CARBON FOOTPRINT means	3	--	--

Table 5:28 Process Codes Media Texts + Focus Group = Total Phase 1 & 2

a priori Codes	No. Process Codes
SUSTAINABLE means	+17
GREEN means	+12
ETHICAL FASHION means	+13
ENVIRONMENTAL means	+12
CONSCIOUS CONSUMER means	+7
FAIRTRADE means	+4
ORGANIC means	+6
ECO means	+4
RECYCLED means	+4
Eco-Chic means	22
Ethically conscious means	19
Eco Fashion means	11

Table 5:29 Process Codes: Focus Group

In considering the process codes more closely, it was observed that in some cases, the additional codes suggested the development of a richer set of interpretations for each code,

indicative, perhaps, of greater rather than less understanding. This was interrogated further in selective coding which organised the process codes into clearer categories of meaning.

5.3.3.3 Reviewing the Selective Codes (clarifying categories of meaning)

Table 5:30 shows the total number of selective codes generated in Phase 1 plus the number codes that emerged in Phase 2. Table 5:31, in the centre column, shows how many of the Phase 1 selective codes re-emerged and how many additional codes emerged in Phase 2. Additional codes were not always new, that is generated by Phase 2 coding; some of them were new to the *a-priori* code but had been generated in Phase 1. These are distinguished respectively in Appendix 5:2 (Table 5:21) and the tables that follow as 'EMERGENT additional' and 'EMERGENT new'.

a priori Codes	No. Selective Codes	No. Selective Codes Total Phase 1 + Phase 2
ETHICAL FASHION means	15 +4	19
ORGANIC means	12 +1	13
FAIRTRADE means	10 +1	11
ENVIRONMENTAL means	9 +1	10
ECO means	7 +0	7
SUSTAINABLE means	7 +4	11
GREEN means	5 +2	7
SAVING THE PLANET means	4	-
VINTAGE means	4	-
RECYCLED means	3 +1	4
CONSCIOUS CONSUMER means	2 +0	2
CARBON FOOTPRINT means	1	-

Table 5:30 Selective Codes Media Texts + Focus Group = Total Phase 1 & 2

a priori Codes	Total No. Selective Codes Re-emergent Phase 1 + Emergent Phase 2	No. Selective Codes Phase 2
SUSTAINABLE means	4 +4	8
ETHICAL FASHION means	3 +4	7
GREEN means	+2	2
ENVIRONMENTAL means	3 +1	4
FAIRTRADE means	+1	1
ORGANIC means	+1	1
RECYCLED means	+1	1
CONSCIOUS CONSUMER means	+0	0
ECO means	+0	0
Eco Chic means	7 +3	10
Ethically conscious means	3 +3	6
Eco Fashion means	4 +2	6

Table 5:31 Selective Codes: Focus Group

The Figures shown in Table 5:31 suggest that there was some consistency between the researcher's and the mainstream consumers' interpretations of the codes 'organic' 'Fairtrade', 'environmental' 'recycled' and 'eco'. However, the codes 'sustainable means', 'ethical means' and 'eco-chic means' were identified as being those worthy of closer inspection to determine whether or not this was indeed indicative of confusion or a richness in understanding and interpretation. Discussion that follows will consider these codes in more depth through the review of Tables 5:32 - 5:37 where each selective code, to follow the colour coding established in Phase 1, has been coloured to identify its connection with one of the three core categories of Clothing Attributes (green), Consumer Behaviour (blue) or Retailer Behaviour (purple).

<i>a priori</i> code: SUSTAINABLE means				
SELECTIVE CODE	CAUSING NO HARM	CONSIDERING & ADAPTING BEHAVIOUR	HAVING SOCIAL CONSCIENCE	RE-USING
Discussion Code	CNH	C&AB	HSC	Emergent NEW: Focus Grp RUs
Process Codes	<i>progressing without damaging the future</i>	<i>behaving with consideration for the future</i>	<i>replacing what we take out, producing goods with consideration for the future, asking do we have enough</i>	<i>not throwing away, using more than once</i>
SELECTIVE CODE	RESPECTING THE ENVIRONMENT	LASTING	CONSIDERING FUTURE GENERATIONS	CONSIDERING SUFFICIENCY
Discussion Code	RTE	Emergent NEW: Focus Grp Lg	Emergent NEW: Focus Grp Cfg	Emergent NEW: Focus Grp CSuf
Process Codes	<i>considering energy efficiency, considering sources of energy</i>	<i>keeping going, maintaining levels, producing to last, replacing what we take out, something that lasts (NV), withstanding wear will not run out</i>	<i>producing goods with consideration for the future, not depleting resources</i>	<i>asking do we have enough</i>

Table 5:32 For the Mainstream Consumer Sustainable means

The process codes generated in the analysis of participant definitions of ‘sustainable’ proved to be a conceptual fit with four of the categories of meaning that emerged in Phase 1. The four new codes that emerged in defining ‘sustainable’ were ‘RE-USING’, ‘LASTING’, ‘CONSIDERING FUTURE GENERATIONS’ and ‘CONSIDERING SUFFICIENCY’. Rather than being suggestive of confusion, these new codes suggested a relatively in-depth understanding of the sustainability concept. Two of these codes in particular, ‘CONSIDERING FUTURE GENERATIONS’ and ‘CONSIDERING SUFFICIENCY’ suggested a high level of awareness of the global sustainability agenda. Indeed, the emergent new code generated for ‘environmental means’, ‘CONSIDERING GLOBAL ISSUES’ shown in Table 5:33, seemed to be aligned to the findings of the word association exercise, in particular the issues of climate change.

<i>a priori</i> code: ENVIRONMENTAL means		
SELECTIVE CODE	STRUGGLING WITH CRITERIA	INFORMED DECISION MAKING
Discussion Code	SWC	IDM
Process Codes	<i>surroundings, the area that we live in (NV)</i>	<i>talking about the environment (NV)</i>
SELECTIVE CODE	RESPECTING THE ENVIRONMENT	CONSIDERING GLOBAL ISSUES
Discussion Code	RTE	<i>Emergent NEW: Focus Grp CGI</i>
Process Codes	<i>caring for environment when making (NV), being friendly, caring for the earth, recycling, reducing carbon footprint, reducing carbon emissions, taking into account, impact on global or local environment (NV)</i>	<i>considering global issues of climate change (NV)</i>

Table 5:33 For the Mainstream Consumer Environmental means

In categorising the meanings of 'sustainable', two 'grey areas' emerged, 'HAVING SOCIAL CONSCIENCE' and 'LASTING'. The process codes in each of these areas (and in every grey area recorded in the selective coding process below) suggested actions on the part of both consumers and retailers. As in the final stage of coding in Phase 1, these codes were located accordingly at the point of theoretical coding.

<i>a priori</i> code: ETHICAL FASHION means			
SELECTIVE CODE	HAVING SOCIAL CONSCIENCE	TAKING RESPONSIBILITY	BEING CYNICAL
Discussion Code	HSC	TR	<i>Emergent NEW: Focus Grp BCy</i>
Process Codes	<i>relating to animal rights, relating to human rights, relating to working practices,</i>	<i>providing and producing with thought of material sources</i>	<i>being a fashion trend, having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)</i>
SELECTIVE CODE	BEING ETHNIC	SAFEGUARDING PRODUCERS	STRUGGLING WITH CRITERIA
Discussion Code	<i>Emergent NEW: Focus Grp BEth</i>	<i>Emergent Additional: Focus Grp SP</i>	<i>Emergent Additional: Focus Grp SWC</i>
Process Codes	<i>dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour, other countries national dress or their fashion</i>	<i>clothing made ethically with care for people & environment (NV) considering third world producers, using fairtrade materials, retailers caring about where the clothes have come from eg sweatshops</i>	<i>don't know (NV), dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour (NV), having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)</i>

Table 5:34 For the Mainstream Consumer Ethical Fashion means

Contrary to the finding expressed above, the selective codes that emerged for the code 'ethical fashion' were indicative of the confusion expressed in Phase 1. In the codes 'BEING ETHNIC' and 'STRUGGLING WITH CRITERIA' there was suggestion of a lack of clarity and distinct evidence of uncertainty regarding the meaning of the term 'ethical fashion'. Despite this however, the emergent additional code of 'SAFEGUARDING PRODUCERS' suggested that at least some participants knew and understood the concept of ethical behaviours in relation to the clothing supply chain and Retailer Behaviour. The emergence of the code 'BEING CYNICAL' was interesting to note and a code that emerged also in relation to 'eco-chic means'. In Table 5:34, the suggestion is that the ethical fashion concept is no more than a trend and 'catch-all phrase' for terms such as eco, organic and Fairtrade. The suggestion regarding eco-chic (Table 5:35) is that this too is a trend that is adopted in order to express personal values.

The number of codes recorded for a-priori code 'Eco Chic means', appear comparatively high however, this is due to the fact that it was being considered for the first time in Phase 2. A high number of the selective codes generated in Phase 1 were a conceptual fit for the Phase 2 process codes with 3 emergent new codes. Consideration of this code highlighted what appeared to be discrepancies in the participants attitudes towards ethical clothing. Here it seemed that there were positive associations; the clothing was considered to possess positive attributes; 'BEING DESIRABLE' and the person wearing it 'BEING FASHIONABLE'. There was evidence of some participants still 'STRUGGLING WITH CRITERIA' however there were again indications of an informed group of participants; a number of mainstream consumers that were able to associate the term with retailer behaviours and the prevailing attitudes and behaviours of a consumer that would choose to be involved with the Eco-Chic concept and respect the environment through their choice of clothing. Indeed the categorisations of the meanings for the code 'ethically conscious' (Table 5:36) demonstrate a sound understanding of the traits of such a consumer. The emergent new codes of 'BEING AWARE', 'UNDERSTANDING' and 'KNOWING' alongside those of 'HAVING SOCIAL CONSCIENCE', and 'SPEAKING OUT' suggests clarity in terms of the collective recognition of the attitudes and behaviours adopted by an involved consumer. However, the emergence of 'STRUGGLING WITH CRITERIA' leaves the extent of that clarity open to further questioning. Despite this the selective code of 'KNOWING' was deemed worthy of closer inspection. Analysis suggested that there were two categories of knowledge at play; the knowledge held by the participant group and as

<i>Emergent (Phase1) a priori code: ECO-CHIC means</i>					
SELECTIVE CODE	BEING FASHIONABLE	BEING CYNICAL	CAUSING NO HARM	RETAILERS BEHAVING ETHICALLY	STRUGGLING WITH CRITERIA
Discussion Code	<i>Emergent NEW: Focus Grp</i>	BC	CNH	RTE	SWC
Process Codes	<i> dressing in a particular way, dressing in a fashionable way, looking good when wearing eco friendly clothes, looking good without having a bad conscience</i>	<i>using eco products to represent a quality about yourself, being a fashion trend</i>	<i>Producing with natural fabrics</i>	<i>producing clothing ethically</i>	<i>not knowing</i>
SELECTIVE CODE	BEING DESIRABLE	INFORMED DECISION MAKING	FAIRTRADE	RESPECTING THE ENVIRONMENT	HAVING SOCIAL CONSCIENCE
Discussion Code	BD	IDM	<i>Emergent NEW: Focus Grp</i>	RTE	HSC
Process Codes	<i>Producing classy fashion with natural fabrics, being ecologically sound designer fashion, being high end fashion, looking good when wearing eco friendly clothes, looking good without having a bad conscience</i>	<i>Choosing to buy from Fairtrade projects, using eco products to represent a quality about yourself</i>	<i>clothing made from materials from abroad to help a nation or country</i>	<i>being ecologically sound high fashion, having no chemicals, natural dyes, trends focusing and making to be environmentally friendly, wearing garments or living a lifestyle which is helping the environment</i>	<i>dressing selecting ethically sourced items, choosing to buy from fair-trade projects, looking good without having a bad conscience, wearing garments or lifestyle which is helping people around us</i>

Table 5:35 For the Mainstream Consumer Eco-Chic means

suggested in the word association exercise, an indication that the participant group held perceptions of a need to have knowledge in order to participate and make decisions as a consumer of ethical fashion. Another observation made in the process of selective coding was that there was a very low incidence in the emergence of the core category of Clothing Attributes. It seemed that the knowledge held by participants that informed their definitions of the *a-priori* codes, was indeed more generic in nature and did indeed emphasise environmental issues. This can be seen in Table 5:37 where eco-fashion is defined in relation to clothing ‘Being Natural’ and ‘Causing No Harm’.

Before progressing the coding of Phase 2 analysis to the stage of theoretical development, the core category of Consumer Behaviour was re-examined. Given the emergence of Consumer Knowledge as a category of association and the tentative suggestion of its validity as a new core category, closer scrutiny of the process codes and selective codes shaded in blue led to the confirmation of CONSUMER KNOWLEDGE as a new core variable in the nature of the selective codes. All selective codes that related to or defined a cognitive process that suggested the presence or the absence of knowledge were regrouped and colour coded red. These codes are summarised in Table 5:38.

<i>Emergent (Phase1) a priori code : ETHICALLY CONSCIOUS means</i>			
SELECTIVE CODE	BEING AWARE	HAVING SOCIAL CONSCIENCE	KNOWING
Discussion Code	<i>Emergent NEW: Focus Grp BAw</i>	HSC	<i>Emergent NEW: Focus Grp Kg</i>
Process Codes	<i>taking interest in where and how products have been made, being aware of the ways that products have been created. being aware of the ethics behind the goods that you purchase, basing consumption patterns around awareness, being aware that one can make choices about purchasing items that are sustainable, created in a healthy environment, choosing to buy products if they are fairly made, being aware of the ethical issues when shopping, thinking about ethical impact of actions, being conscious about the earth and the people in it</i>	<i>being concerned with the ethics behind product, being actively concerned about the impact of manufacturing on our environment, being aware of other peoples beliefs and way of life, being aware of ethics and treatment of workers, pay and working conditions, wanting to help make a difference</i>	<i>knowing that products have come from sustainable sources, knowing that retailers have provided fair wages, knowing the effects that have been placed on people producing it</i>
SELECTIVE CODE	UNDERSTANDING	SPEAKING OUT	STRUGGLING WITH CRITERIA
Discussion Code	<i>Emergent NEW: Focus Grp Und</i>	SO	SWC
Process Codes	<i>understanding the issues surrounding the production of goods e.g worker conditions</i>	<i>not participating in anything you feel goes against personal ethics</i>	<i>being conscious of culture (NV), knowing what is happening in other nationalities (NV)</i>

Table 5:36 For the Mainstream Consumer Ethically Conscious means

<i>Emergent (Phase1) a priori code : ECO- FASHION means</i>			
SELECTIVE CODE	BEING NATURAL	CAUSING NO HARM	CONSIDERING & ADAPTING BEHAVIOUR
Discussion Code	<i>Emergent NEW: Focus Grp BN</i>	CNH	C&AB
Process Codes	<i>Using natural fabrics</i>	<i>being made ethically, being made from sustainable materials, being made with 'green' dyes</i>	<i>designers and high street retailers using fair-trade or organic fabric in their designs, designer having social conscience at point of creation, producing ethically</i>
SELECTIVE CODE	HAVING SOCIAL CONSCIENCE	RESPECTING THE ENVIRONMENT	KNOWING
Discussion Code	HSC	RTE	<i>Emergent NEW: Focus Grp Kg</i>
Process Codes	<i>designer having social conscience at point of creation, producing ethically</i>	<i>being environmentally friendly clothing, producing in line with eco thought, recycling clothes or cloth to make into fashionable clothing being green, manufacturing without damage to the environment</i>	<i>brands such as People Tree promoting their organic,fairtrade,anti sweatshop stance</i>

Table 5:37 For the Mainstream Consumer Eco-Fashion means

In exposing this new variable in the exploration of mainstream consumer understanding of ethical fashion, further insight to the nature of the knowledge dilemma was revealed. This core category seemed to confirm that the participants had enough knowledge and

understanding to be aware of a broad set of sustainability issues and the consumer behaviours that serve to address them. Despite this, understanding the *a-priori* codes in relation to ethical fashion remained a struggle.

In considering the findings of the word association exercise and the word definition exercise, it became possible to progress the tentative theory development presented in figures 5:13 and 5:14. The following section considers the relationships between the selective codes by each core category. This stage of theoretical coding took place to organise the key concepts that had been exposed in the analysis of the mainstream consumers' interpretations of the *a-priori* codes.

<i>Emergent core category: Consumer Knowledge</i>			
SELECTIVE CODE	BEING AWARE	STRUGGLING WITH CRITERIA	
Discussion Code	<i>Emergent: Focus Grp BAw</i>	SWc	
Process Codes	taking interest in where and how products have been made, being aware of the ways that products have been created. being aware of the ethics behind the goods that you purchase, basing consumption patterns around awareness, being aware that one can make choices about purchasing items that are sustainable, created in a healthy environment, choosing to buy products if they are fairly made, being aware of the ethical issues when shopping, thinking about ethical impact of actions, being conscious about the earth and the people in it	being conscious of culture (NV), knowing what is happening in other nationalities (NV), struggling with criteria, not knowing, don't know (NV), dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour (NV), having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV), struggling with criteria, don't know (NV), dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour (NV), having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)	
SELECTIVE CODE	BEING CYNICAL	NAMED BRANDS	KNOWING
Discussion Code	<i>Emergent: Focus Grp BCy</i>	<i>Emergent: Focus Grp NB</i>	<i>Emergent: Focus Grp Kg</i>
Process Codes	being a fashion trend, having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV), using eco products to represent a quality about yourself, being a fashion trend	brands such as People Tree promoting their organic,fair-trade,anti sweatshop stance	knowing that products have come from sustainable sources, knowing that retailers have provided fair wages, knowing the effects that have been placed on people producing it, not knowing
SELECTIVE CODE	UNDERSTANDING	CONSIDERING SUFFICIENCY	CONSIDERING FUTURE GENERATIONS
Discussion Code	<i>Emergent: Focus Grp Und</i>	<i>Emergent: Focus Grp CSuf</i>	<i>Emergent: Focus Grp CFG</i>
Process Codes	understanding the issues surrounding the production of goods e.g worker conditions	asking do we have enough	producing goods with consideration for the future, not depleting resources

Table 5:38 For the Mainstream Consumer Knowledge means

5.3.3.4 Theoretical coding: Clothing Attributes – word association and word definitions

Analysis of the definitions of the words in relation to clothing attributes led to the reemergence of the concept of 'benefits' which was aligned to the findings in Phase 1.

While the suggestion in the early findings of the word association exercise was that benefits may be ‘for others’ rather than the mainstream consumer, this was not evident through the definitions. While not stated explicitly there was however, in the low incidence of this core category, an inference of uncertainty in how the *a-priori* might be used to define ethical clothing. Despite this, close consideration of the process codes and selective codes that were exposed in the analysis of the word definitions, the theoretical codes (see Table 5:9:1, Appendix 5:9) that emerged with regard to clothing attributes were ‘BENEFITS’ and ‘INACCESSIBLE’. The participant definitions of the *a-priori* codes were in agreement with those that emerged in the media texts; ethical clothing was deemed to have benefits due to definitions suggesting that it had both socially and environmental benefits. However, the definitions also suggested that ethical clothing was perceived as being inaccessible due to it being defined as HIGH-END and the words used to describe it being CONFUSING.

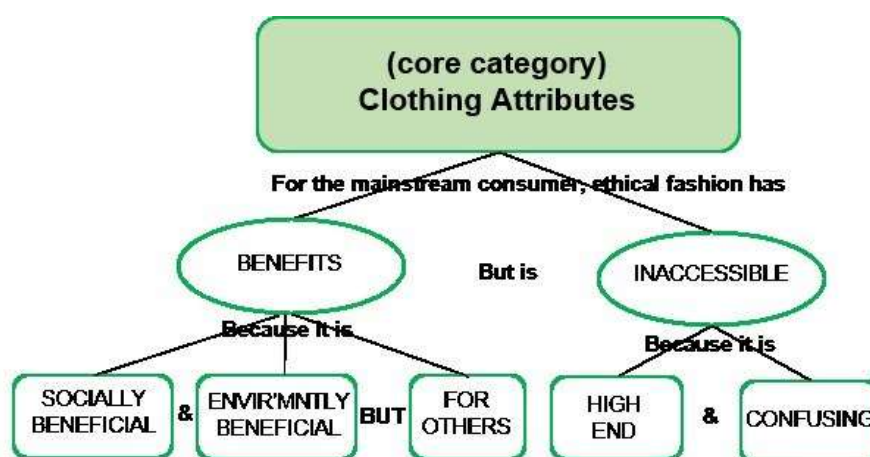


Figure 5:15 Preliminary Theoretical Codes Word Definitions: Clothing Attributes

5.3.3.5 Theoretical coding: Consumer Behaviour – word association and word definitions

The findings of the word association exercise and, in particular, the process codes presented in Table 5:31 suggested that participants were very clear about the nature of consumer behaviour required for participation with ethical fashion products. This level of clarity re-emerged in the analysis of the definitions and is evidenced in the high incidence of blue colour coding across the *a-priori* codes and in the nature of the process codes. While in the previous section, this behaviour was deemed to be the behaviour of ‘others’, again, this was not explicit in the analysis of definitions. As shown in Table 5:9:2 in Appendix 5:9, the findings of selective coding can be summarised in the theoretical code of ‘LEARNING’ which it was suggested, is required if a consumer is to consider the impact of their behaviour and to shop with care.

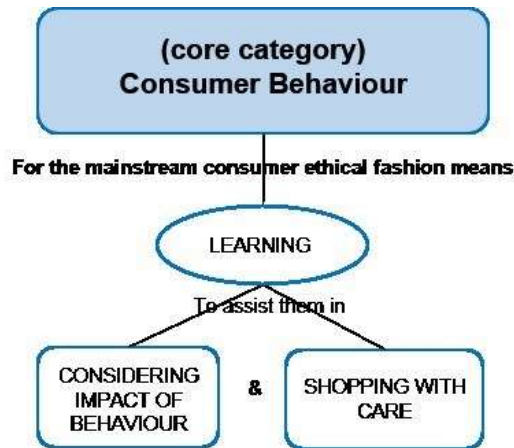


Figure 5:16 Preliminary Theoretical Codes Word Definitions: Consumer Behaviour

5.3.3.6 Theoretical coding: Retailer Behaviour – word association and word definitions

Definitions (initial codes), process codes and selective codes related to retailer behaviour were aligned to one of the theoretical codes presented in Phase 1. The process codes used to describe action on the part of retailers within the definitions suggested a high level of participant expectation of retailers behaviours and some very clear insight to their knowledge of the nature of the clothing supply chain and the principles of responsible business practice. As shown in Table 5:9:3 in Appendix 5:9, the theoretical code of 'commitment' re-emerged in relation to evidence of participant expectations that in providing ethical fashion a retailer would commit to ethical business practice and also avoid environmental harm in its production.



Figure 5:17 Preliminary Theoretical Codes Word Definitions: Retailer Behaviour

5.3.3.7 Theoretical coding: Consumer Knowledge - emergent in word association and word definitions

The emergence of the core variable Consumer Knowledge had value in sensitising the researcher to further search for aspects of participant knowledge that may have led to confusion and formed a barrier to their understanding of the *a-priori* codes within the

context of clothing. At this stage of analysis it was difficult to develop a great deal of understanding with regard to participant knowledge beyond the fact that through consideration of their associations and definitions, it became apparent that they knew about the environment, they knew the typical behaviours of a pro-environmental consumer, they were aware of what they could do to participate in more sustainable consumer behaviours however, there was evidence of lack of understanding in terms of what the words meant in a fashion context. They were aware of the principles and benefits of responsible fashion business practice yet cynical in terms of some words being used as a ‘catch all’ and the concept of ethical fashion being no more than a trend. The media descriptors ‘ethical fashion’ and ‘Eco chic’ appeared to be the least understood *a-priori* codes. All remaining codes were at least familiar while rarely understood within the clothing context. These findings gave rise to the theoretical codes ‘KNOWLEDGE’ and ‘CONFUSION’ as illustrated below in Figure 5:18.

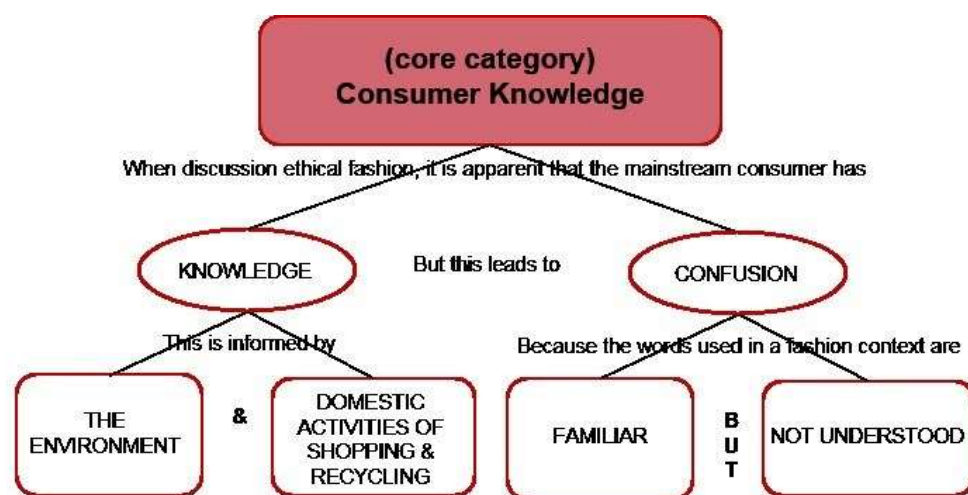


Figure 5:18 Preliminary Theoretical Codes Word Definitions: Consumer Knowledge

The confirmation of the core category of Consumer Knowledge exposed aspects of consumer awareness and consumer knowledge that again raised for the researcher the question of consumer learning. The findings brought some clarity to the suggestion of a dichotomy in knowledge and understanding; it appeared that while these words were familiar, they were not understood within the context of clothing; it seemed that the knowledge held in relation to generic household products and food was, for some reason, not transferrable to clothing; indicative of the widely recognised ‘knowledge to action gap’. While the words presented were clearly familiar to participants, they were not all freely associated with or understood in relation to clothes. The analysis of focus group discussion was conducted in order to seek out clarification of the concept of CONFUSION which had remerged, particularly with reference to particular codes such as media descriptors ‘Eco Chic’ and ‘Ethical-Fashion’ and to seek clarity in terms of the nature of the cynicism suggested by the selective code ‘BEING CYNICAL’. Analysis of discussion in the following

section sought also to understand if and why consumer behaviour in relation to involvement with ethical fashion was perceived by the mainstream consumer to be associated with particular lifestyle choices, predicated upon a particular level of income, influenced by their own domestic frames of reference and related to and in some way informed by the activities of shopping and recycling.

5.3.4 Focus Group Discussion

Research Questions: How does she 'read' these ethical messages? What do these messages mean to her?
SYNTHESISING

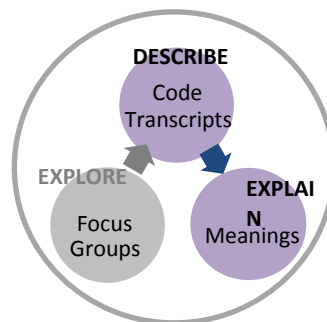


Figure 5:19 From Phase 1 to Phase 2

The development of the theoretical codes in Phase 1 and those developed to summarise the findings of both the word association exercise and the word definition exercise of Phase 2 have exposed a range of concepts which appear to provide some insight to how and why the lexicon of ethical fashion inhibits female mainstream consumer's involvement with ethical fashion products. In the sections that follow, each core category is considered in turn and emergent concepts are explored in greater depth through the analysis of the focus group discussion. In each of the subsections, the preliminary theoretical codes and selective codes that emerged in the analysis of both focus group exercises have been considered despite this not always evident in the naming of the subheadings.

5.3.5 Core Category Clothing Attributes

5.3.5.1 Accessibility

Both the thematic codes generated by the word association exercise and the process codes generated by the word definition exercise, exposed a distinct level of confusion and uncertainty in relation to the attributes and benefits of ethical clothing expressed via the words used to present it in mainstream print media. It seemed that a misunderstanding of the words, or a lack of ability to translate familiar words in relation to clothing, had an effect on how accessible the ethical clothing market was to the mainstream consumer. In discussion, it became clear that repeated exposure to the *a-priori* codes was a key factor

in developing mainstream consumer understanding. It was suggested that words such as organic and Fairtrade had become very familiar and so were understood.

"I think that coming back to the definitions of the words I think yeah 'organic' has been around a long time and so has 'Fairtrade' and you've got more of an understanding of it and I think that over the years it is starting to improve in terms of how we perceive these things but with all the other words...they are all "e-words" ...like ecological, ethical, environmental..."

RUTH

It was suggested by Ruth that the 'e-words' did have an effect on accessibility as they were more difficult to interpret and translate into understanding in terms of product attributes and product benefits. She suggested also that in time, through exposure, understanding of these words for the mainstream consumer within clothing contexts was likely to improve, a suggestion supported by Amanda;

"I was just thinking about the whole thing of ethical fashion. It's a bit like organic and Fairtrade was a few years ago in that it was sort of there but people didn't really understand what it was or why it was any better or you know...a lot of people then thought its just too expensive, the same product but a lot more expensive and I think a lot of people think that, maybe... at the moment.

AMANDA

The comment it '*was sort of there*' suggests that there was an awareness of these products but in terms of the shopping habits of the mainstream consumer, it would appear that they were peripheral and relatively unseen. Amanda also draws attention to the fact that '*people then thought it was too expensive*' and suggests that this perception of expense for such products is transferred, *at the moment*, to ethical fashion products.

In the same discussion, Ruth suggested that a lack of clarity in consumer understanding of these words led to a requirement for a high degree of analysis in the decision making process. Her own analysis led her to question the possibility of producing a garment that is 100% ethical and exposed her feelings about and recognition of the complexity implicit in considering the words and trying to understand and access an ethical product. The consumer, she felt, was expected to wear '*all these different hats*' and she called for a '*clear definition for the consumer*' to enable her to cut through the complexity, address her lack of understanding and to avoid misunderstanding generated by a lack of firm knowledge.

There isn't a 100% ethically made garment is there? There's, well it could be Fairtrade and there's all these different hats and as a consumer you have to make all these decisions about what

is most important to me? To help people in a developing country? Or, is it more important to me about the environment or is it more important to me to help the local community here? There are so many different levels to it and I think the thing about Fairtrade and Organic is it has a definition or it has to fulfil requirements so it's almost like with all these eco, ecological... all these words, they all need to have...they need to be one word that explains like...That's organic and we understand that, that's Fairtrade and we understand that... so when we talk about something that's ethically made, that needs to have a clear definition for the consumer to say "well, this is what...that's the process that this has gone through". But it's really difficult because ethical could incorporate Fairtrade and organic couldn't it?

RUTH

Amanda's comment in the previous quote suggested that generic ethical products had, for some time, remained in the peripheral vision of the consumer. The suggestion was made that the perception of high price was possibly one reason for the lack of early mainstream engagement with organic and Fairtrade products. The visibility and accessibility of ethical fashion products was a recurring theme in each focus group discussion. When asked where they had seen ethical clothing in the course of their normal shopping habits, there was recognition that they were available in large supermarkets and in value stores such as Primark, however, it was suggested that it was not easy to identify many stores and even then, availability was considered to be limited and the perception was that the products were basic or of low quality.

Sainsbury but that was the Fairtrade cotton for their basic Tshirts but I don't think any other shops.

KAT

I found that Primark have organic T-shirts that are actually really nicely styled and I've seen people wearing them and people pick them up because they look good. So I think maybe in a couple of month's time we'll see a bit more on the high street. But you're right its mainly basics

ANISH

'Thinking about ethically sourced clothing or Fairtrade cotton I can only think of two shops that I've ever seen it in and I just remember thinking the quality wasn't really good so I wouldn't have bought it anyway'.

AMANDA

Accessibility was concept that appeared to move beyond the literal availability and visibility of the products. As suggested by Saskia, there was concern about the accessibility of the products in terms of their appeal, concern that even if found, these clothes may not be 'fashion forward' or the type of clothes that she would want to wear.

'I think also if you literally only want to buy Fairtrade, organic...I don't know where I'd go. I don't know what I'd buy and would it be the kind of stuff...the kind of clothes I want to wear? Would it be quite fashion forward? There's not... I don't know any completely Fairtrade retailers that...well...maybe M&S...and all their clothing is organic? I don't know... it's not really at the forefront of my mind and I don't think I'd be able to.'

SASKIA

There was recognition that Marks & Spencer was a Fairtrade clothing retailer but a question was raised regarding the nature of the products; were they all organic? Saskia didn't know and while not expressed explicitly, she appeared to share the view of Ruth in that thinking about these matters was complex, not at *'the forefront'* of her mind and therefore difficult to consider in terms of a clothing option. It could be interpreted here that Fairtrade and organic were thought to be synonymous but this remained unclear.

Despite recognition of Marks & Spencer as a retailer actively selling and promoting its Fairtrade products it seemed that the clothing, even there, was not particularly visible.

Everyone's talking about it but when you sit and think about it...for me I know where to go but anyone else then how do you get to it? Marks and Spencer, they're doing a lot of stuff but even so... they have got all this Plan A and everything but do you actually see the clothing products in there?

RUTH

There was evidence of an awareness of the availability of ethical fashion products but attention was again drawn back to the lack of visibility, the lack of proactive product search on the part of the mainstream consumer and also the underlying assumption that ethical clothing products would not be available.

'... I don't look when I'm in a mainstream store because I don't expect it to be there. So, if I thought it might be, I might check. But I assume that it's not, so I don't even think about it.'

VICKY

In closing the discussion of accessibility, it is pertinent to note that participants did recognise that some retailers had made an effort to engage the mainstream consumer with accessible ethical products such as Sainsbury's collaboration with Anya Hindmarch. Laura's comments draw attention back to the perception that normally, ethical products were not pitched at *'normal people with...an average income'*.

It's like when Sainsbury do those jute bags...I'm not a plastic bag...that's was ethical and it was in all the magazines wasn't

it...and it was fiver, it was accessible for us and it was designer and it was ethical so it was everything that normal people, with you know average income would be able to...

LAURA

Laura's comment suggested that the positioning and promotion of Sainsbury's bag as an affordable, ethical fashion accessory made it desirable as well as accessible.

5.3.5.2 Desirability

Consideration of the accessibility of ethical fashion products gave rise to considerations of desirability. In agreement with Anish, Sophie passed comment upon the products available in value fashion stores emphasising her perceptions of the basic nature of the products, their limited fashion appeal and the price.

Yeah like in New Look and Primark has had a little tiny stand of a couple of things and you're like ooh this is organic cotton... but there always dead basic T-shirts. There's never really anything that really attracts you.

I bought a T-shirt that was Fairtrade and it had a print of a tree of it and some kind of funny slogan about being eco. I think I got it in the sale because it quite a nice think cotton T-shirt

Yeah there's never anything really like...grabbing

I think at the price that it is, they're only targeting a certain customer, you're not targeting everyone who might want to do it but they're not in a position to.

SOPHIE

There was a perception shared amongst the participants that the price had an impact upon the appeal of the product and its perceived value. Sophie's comment in particular brought into clear view the assumption that the pricing of products was a barrier to mainstream consumer involvement; evidence also of the assumption of 'someone else' being the target consumer. A comment supported by Kat and an indication of the perception that ethical fashion products were a high price and offered low value.

I think people like the idea that yeah...if we don't have to pay much more then its nice to be all eco friendly and Fairtrade but its not worth paying all that money

KAT

It became clear that the fashion appeal of ethical clothing was critical to the participants involvement with the ethical fashion market.

But I think it's to do with trends and fashion if its not fashionable you're not going to step out in it because you've got a sign to say it's ethical... I don't think that any of the High St shops that have got a new range...if they attached an ethical tag on it then people might run about and get it but not because its ethical but because it's up and coming and it's a new trends and it's just good that it is ethical fashion as well.

SAM

When considering the offering of the brand People Tree, despite the concern of price being removed due to the purchase being a gift, Laura considered the clothing to be 'mature' and suggested that it may be better suited to the older consumer; something that she may consider on the future.

I did [buy something] once. I went on People Tree... a Fairtrade and an ethical company... so I went and ordered their brochure but it wasn't...it was really expensive. The clothing was ok but I thought it was a bit mature. I just thought it was expensive so I didn't buy anything then. My mum bought me a few things from there but I don't wear them. So it's kind of maybe put me off...that price point and maybe...it makes you think well is Fairtrade ethical fashion trendy and sexy or is it something we may look to in the future but not just yet. I wouldn't spend... I'd spend that amount of money...£70- for a dress...I would spend £70 on a dress but one I really liked not one that I'm buying just because it ethical.

LAURA

5.3.5.3 Compromise

A perception of compromise was evident in the discussion presented above and exposed the priorities of the mainstream consumer when making purchase decisions for clothing. As expressed by Ruth, the decisions were based upon a balance of fashion appeal and price. For her, the ethical credentials of a garment were an 'add-on', or added value rather than the central deciding factor for the purchase; a decision quite different to those made when considering organic food for example.

It's not just about ethics either is it? You buy something because you like it and you like the price. You're not going to say "that tshirt's not very nice but it's organically made so I'll buy it". It's an add-on isn't it and I think that's how its changed in the last 10 to 15 years, you know it did have that ethnic image and it was hemp and it wasn't fashionable and it was a bit hippy and we have got away from that now but it has to be just another USP it can't be the main reason why you buy something. You buy because of price, quality, aesthetics, function. There are loads of different factors that come into your decision to buy something I don't think... I don't think that people necessarily buy something just because its ethically made

Clothing is not about health, it's about aesthetics it is quality but it's that argument...is it necessarily better quality if its ethically made - you don't question that organic food is better

RUTH

For Saskia, the decisions for purchase were based upon style, quality and fit, the

For me it's about style, quality and fit and price and that's what I look for more.

SASKIA

consideration of personal budget and the limitation of risk, possibly expressed most succinctly by Vanessa,

Me, if I like that item of clothing, what's in Primark, I don't think it'd cross my mind. I'd be thinking, well, if I can buy it here for three pound why am I going to Top Shop and paying twenty three pound for it? Of course I'm going to pick the cheaper one. You've got a budget at the end of the day, haven't you?

VANESSA

A

and qualified in terms of limitations in consumer understanding by Ruth. The suggestion was that the complexity of ethical fashion was a barrier to mainstream consumer understanding which was likely to keep them in a place of 'denial' and faithful to the simplicity, convenience and choice offered by the fast fashion market.

I think what's difficult for a consumer is that there is so much choice out there especially for fashion that people have gone "I don't understand it. I'm just going to be in denial and carry on shopping at Primark".

RUTH

Appendix 5:10 shows the 'Clothing Attributes' extracts for the focus group transcripts and records the process codes which emerged through the qualitative content analysis of the texts. Close consideration of the process codes and the content of the richest extracts that were discussed above, led to the emergence of four selective codes and two theoretical codes which are shown in Table 5:35 and Figure 5:20.

Findings show that for the mainstream consumer ethical fashion is 'UNDESIRABLE' and is 'INACCESSIBLE'. It is undesirable because it lacks fashion appeal and is considered a compromise in terms of fashion choice. It is inaccessible because it is relatively invisible and the words used to describe it familiar but are not understood.

For the mainstream consumers ethical fashion is.../ ethical fashion means		
Process Codes	Selective Code	Theoretical Code
Lacking in choice, lacking in style, lacking in attractive qualities, being basic, being mature, paying a premium, lacking in quality, having ethnic image, being undesirable, being expensive, analysing choices	UNDESIRABLE	LACKS APPEAL
Looking for style quality & fit, limiting risk, considering personal benefits, not being 'better quality if its ethically made' (NV) lacking in value, lacking convenience	A COMPROMISE	
Lacking in availability, lacking promotion, lacking awareness, not being mainstream, not being visible,	NOT VISIBLE	INACCESSIBLE
not understanding, needing to analyse choices, being complicated, being complex	NOT UNDERSTOOD	

Table 5:39 Theoretical Coding Clothing Attributes: Focus Group Discussion

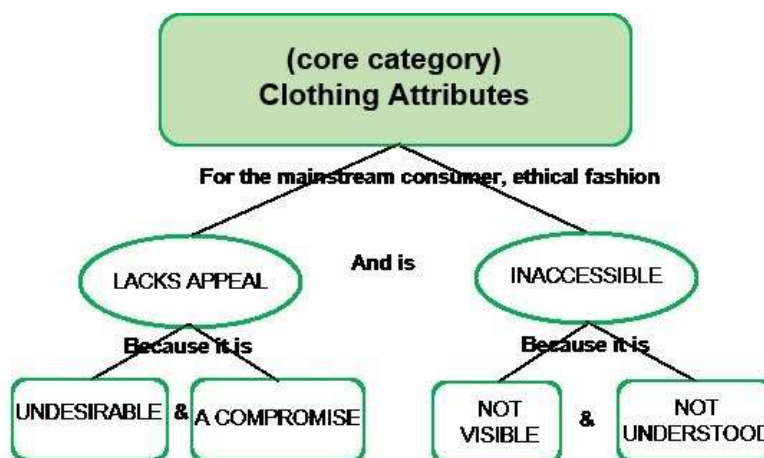


Figure 5:20 Theoretical Codes, Core Category Clothing Attributes: Focus Group Discussion

5.3.6 Core Category Retailer Behaviour

5.3.6.1 Communication

The lack of visibility and poor accessibility of ethical fashion products was deemed to be associated with a lack of retailer action and in particular, poor promotion and poor communication efforts which were viewed as inconsistent and uninformative.

It's just that...it's really half arsed...you go to a shop and there'll be something with the odd swing tag on the hanger that this is

Fairtrade...I just think if it is such an issue then a conscious..."really this should be looked at very very carefully" and retailers should start absorbing the cost and it should be a conscious global effort and not just a little drip drab here and there. SASKIA

Saskia's comment called for greater consideration and effort on the part of retailers in drawing consumer attention to what she seemed to recognise as a critical global issue. This comment brought to mind the process code 'reading the back' that emerged in the focus group exercises and suggested the importance of learning about issues related to ethical products within the retail environment. Clare suggested that poor retailer communication and explanation of how to use retailer derived information was a key concern. She related this to government initiatives such as the traffic light system on food packaging.

Do you not think that when new things come out, it's never really explained properly. They have this group of people who invent something new. Like traffic signals on your food, but it's never really explained properly how to use it or what to do with this.
Clare

A degree of cynicism tinged the call for more explicit communication of the issues and placed firm responsibility for developing awareness with retailers.

In addition, perhaps if there were a big sign up in the shop of a child making this skirt, or something and she were crying and whatever-- it might bring it back at home, but no shop is going to advertise that. So no, it does not cross my mind.
VANESSA
A

The opinion that consumer education was the responsibility of the retailer was a view shared by Amanda while she also questioned the feasibility of this, given the complexity and the assumed focus of ethical issues in particular.

I think it is just about educating people really isn't it? That's what happened with organic and Fairtrade I think. The things that stick in my mind are the things that were educating people about Fairtrade. It's different how you do it with fashion because...its ethics...
AMANDA

5.3.6.2 Visibility

The discussion of communication drew attention back the concept of visibility. The comment shared above by Vanessa suggested that unless retailer communications were explicit and highly visible then consideration of the issues beyond self-interest were highly

unlikely. It was suggested that drawing attention in-store to ethical clothing products and the issues being addressed through their sale would raise their visibility, particularly, as Ruth suggested, when there is little expectation of their presence.

I wouldn't expect to see it, particularly in Asda or Tesco, maybe in Sainsbury's but yeah you still have to search it out. Even like Topshop and all the other stores, you just don't expect to see it.

RUTH

In the following quote, Kat proposed that in the absence of clear communication, it was relatively easy for the mainstream consumer to detach and emotionally distance herself from the issues.

I think there's a detachment, I can't even picture it. I can't even imagine what it must be like so ... I don't really think about it. I think in like the UK especially there's this kind of attachment with animals and treating animals kindly and everyone's really for all like free range eggs and free range meat but when it comes to people in other countries...just...I can't imagine it

KAT

It was evident that media content had reached this consumer audience. The transcripts make some reference, albeit it limited, to a number of media campaigns, those with greater recall being those with an environmental theme, particularly related to recycling. However, it was evident that for the mainstream consumer, the impact of television documentaries could have the unintended side effect of creating more distance than consumer engagement, leading the consumer to enter a state of despondent acceptance.

I think...Obviously the documentaries and the media with the whole foodstuff and the chickens. It's all been quite gruelling and I found it all very emotive to see these quite horrible pictures. I know we've all seen documentaries probably about the factories and stuff. Part of me thinks that I've not seen anything that upsets me too much yet. I've heard about it but to a certain extent...with child labour and things, I still think to a certain degree it's very difficult for westerners to understand just what living conditions and lives are like over there. People have families of 6 or 7 children and if they don't contribute to try to earn some kind of money to eat then they might die and I just think it's very hard...it's quite naive to think that there's a sort of nicer life out there. I don't know, I just think that sometimes there isn't any other option.

SASKIA

The following two quotes presented in this section highlight two key factors to emerge in discussion about the visibility of these products. The first being the suggestion of some

level of predisposition for involvement with the second reinforcing the caveat of convenience.

Now that supermarkets are selling stuff, I think a lot more people are tempted to buy that kind of product as opposed to the basic whatever it is. So maybe if you got things into big chain stores, that were ethically sourced a lot more people would consider buying them rather than have to go through a real conscious effort to go and search them out. If they were available at not much more in price than the standard product, then I think that a lot more people would buy them, if they were more available.

VICKY

It is that convenience thing isn't it unfortunately. It's like everything has to be at the supermarket now.

AMANDA

Some of the comments that relate to visibility highlight contradictions in the perspectives of the participants. The suggestion had been made earlier that greater visibility was key to raising greater awareness and initiating participation. The quotes below confirm that in some cases when information was presented clearly via television media it had the effect of enabling the mainstream consumer to continue with their habits due to feelings that their efforts and purchases would be far too minimal to positively effect change.

I think even though I watched that Primark programme, and you think perhaps I shouldn't go in there. The programme actually said that it would harm them more by not shopping there because you just cut off all their money supply

SALLY

You're torn between what's right and wrong then in a sense aren't you?

SAM

It doesn't help then, we can't change it, can we...do we buy it then or do we not buy it...it's a mixed message then I suppose.

CARLY

5.3.6.3 Cynicism

A tone of cynicism was suggested in earlier comments and was a selective code that emerged most clearly in the capture of the participant definitions of ethical fashion. There was cynical view of the fashion system expressed by Vicky who questioned the validity of anything being considered eco-friendly if designed within a framework of planned obsolescence.

I think as well, the idea that fashion can be eco-friendly is quite...it's a bit of a juxtaposition because fashion in itself means

that everything changes every 4 months so if you want to stay in fashion you have to keep buying stuff so you think is it ecofriendly anyway? Can you ever have an eco-friendly fashion idea because by the very nature of it...sustainable design, eco design or whatever, is always making you want to buy something else and in itself that's not sustainable.

VICKY

In a conversation about eco-friendly dishwasher tablets, a similar tone was captured as participants questioned their lack knowledge of what it was that constituted the sustainable credentials of such a product. The group acknowledged confusion and a lack of conscious engagement with their purchasing decision. They suggested that advertising and promotion was key to learning and concluded that the words used were '*just clever marketing*', used only as a tool to promote 'goodness' in household products as an additional and possibly guilt alleviating, product attribute

It's strange isn't it though. When you go to the supermarket you can buy eco-friendly washing tablets and you think right ok get them they're really good. But then you're thinking...well thinking about it now...how is that sustainable? Well...I don't know...it is confusing.

LAURA

It's not advertised...well not advertised...promoted as to what you're doing by getting them. (enthusiastic agreement from all) It's good but why is it good. (Sally: yeah why) What's it going to do for me and for anyone else if I go buy eco tablets or not. (Carly: Maybe that's just clever marketing then) (Sally: yeah maybe!)

SAM

Those are the words we're all looking for so we'll whap 'em on the product

CARLY

No-one knows what they mean...but we'll buy it!!!

LAURA

The comments above echo Clare's comment in the previous section; retailer information when it is presented lacks clarity and possibly depth in its communication with mainstream consumers. A point of contradiction given previously stated concerns about convenience and the requirement for in-depth pre-purchase analysis. It was discussion such as this which highlighted the concept of knowing but not understanding. A notion captured in the following exchange which occurred when a participant who thought she understood the concept of Fairtrade was alarmed to hear the realities shared by her co-participant that had some experience in working in the Fairtrade environment whilst on work placement. The discussion closed with a statement which questioned the ubiquity of the Fairtrade logo.

Is it just basics because they are cheap to make and even if they use slightly more expensive fabrics, they're still cheap to do?

KAT

No... it's really irritating me because I did the products (on placement in Sri Lanka) and I know that its only like a 30cent up charge for Fairtrade cotton and for organic cotton its a 45 cent up charge, But the thing is people are really sneaky, the growers are getting their way but the middleman is over charging the retailers so I think that's why retailers are not savvy yet because it's quite new to them. Because I worked for a large company they negotiated cheaper prices

ANISH

Fairtrade means paying people a living wage doesn't it... then how can 30 cents more...?

KAT

They give the growers, we did this in high school, they give the growers a set price and they will always keep at that price whereas the others that don't go with Fairtrade - the prices can go up and go down to such a low amount. Sometimes the prices can go higher than Fairtrade erm so it's a bit...I don't know whether the Fairtrade logo is just used on everything now...

GEMMA

Despite the fact that Kat was familiar with the term Fairtrade and felt that she understood its principles, in searching a little further she realised that her knowledge and understanding were in fact superficial. In joining the conversation, Gemma began to share her knowledge but then seemed to start to question the fairness of Fairtrade which led to a cynical view that maybe '*the Fairtrade logo is just used on everything now*'. In a different group, cynicism was seen to give way to mistrust; mistrust of the information provided by the retailers with the media indicated as providers of 'the truth'.

I don't think you can always trust them either when they say... sometimes you can't trust them.

SALLY

It's a media and publicity thing though isn't it. You have to go with what they say and when you find out that's not the case, you feel let down and think well I'm boycotting that then because you said that you were this that and the other. Because it does make you sway doesn't it where you go and what you're buying?

SAM

The final comment provide by Sam suggested that the media could be influential in developing awareness and the knowledge base of the mainstream consumer and also that the mainstream consumer was open to participation in the behaviours more typical of a committed ethical consumer.

Appendix 5:11 shows the 'Retailer Behaviour' extracts from the focus group transcripts and records the process codes which emerged through the qualitative content analysis of the texts. Close consideration of the process codes and the content of the richest extracts that were discussed above, led to the emergence of three selective codes and one theoretical code which are shown in Table 5:36 and Figure 5:19.

Findings show that the mainstream consumer expects retailers to behave with 'COMMITMENT' when offering ethical fashion. Commitment on the part of the retailer can be demonstrated through 'IMPROVING COMMUNICATION' to 'REDUCE CYNICISM' and 'INCREASE ACCESSIBILITY'. In summary, it was appeared that improved communications would help to manage consumer assumptions, develop consumer understanding and 'educate' consumers in terms of the benefits of ethical fashion and ethical clothing attributes. In improving communications, it was suggested that retailers may reduce cynicism and increase mainstream consumer trust. While the words used to describe ethical fashion were familiar and other 'ethical' products were considered 'mainstream', ethical fashion was neither and considered to be inaccessible. The words used to describe it were inaccessible but so too were the garments due to a lack of visibility, availability and choice.

Mainstream consumers believe that for retailers, ethical fashion is... ethical fashion means...		
Process Codes	Selective Code	Theoretical Code
engaging consumers, educating through branding, managing consumer assumptions educating consumers, reducing questioning of retailer practices, making ethical issues visible,	IMPROVING COMMUNICATION	COMMITMENT
Lacking effort to address confusion, lacking commitment, not trusting retailers, masquerading as ethical, feeling let down by retailers	REDUCING CYNICISM	
making it mainstream, making it convenient, reviewing product pricing, making clothing implicitly ethical, improving choice, expecting retailers to review prices, increase visibility	INCREASING ACCESSIBILITY	

Table 5:40 Theoretical Coding Retailer Behaviour: Focus Group Discussion



Figure 5:21 Theoretical Codes, Core Category Retailer Behaviour: Focus Group Discussion

5.3.7 Core Category Consumer Behaviour

5.3.7.1 Awareness

It became evident that despite the expressions of confusion regarding the words used in the media and by retailers to define and present ethical fashion, there was high level awareness of a broad set of sustainability related issues. This awareness was recognised by participants but was not, it seemed, enough to affect the decisions being made about their clothing choices and priorities of convenience, price, visibility and accessibility. The quote from Vicky exposes the strata of awareness; the impact of value based decisions, how a change in shopping habits could affect change and awareness that a high price for more sustainable garments was assumed rather than known.

I think because it's not as mainstream in clothing and because you kind of know deep down...well I certainly think every time I buy something in Primark...I shouldn't do that really. I'm kind of aware but I think it's cheap, it's quick, it's easy and to be honest, I wouldn't even know where to start if I said that everything I buy from now on will be ethical in whatever way - but that it's green or sustainable or made without only paying workers 80p a day. I wouldn't know where to start looking to buy anything like that and I assume maybe wrongly that it would be about twice as expensive

VICKY

Despite comments about a lack of visibility and accessibility of information to support more ethical product choices, for some participants, the media communication was successful in raising mainstream consumer awareness to the point of exerting too much pressure.

I just feel a little bit over...I find it a little bit frustrating. I just think that for me personally, with the media constantly bombarding you left right and centre "...walk to work, eat this, don't eat that,

because you should do this but then you should do that.." and then it's like...oh God! You just...it is too much! But I think that everyone wants to live their lives...well me, not harming anybody else and doing your bit and contributing for this and I think it can all weigh too heavily on the mind and you want it to be a little bit easier. (Anish: It's such an effort...) Yeah it is an effort.

SASKIA

In addition to feeling pressure, the concept of convenience returned as participants expressed a feeling that engagement with such matters required effort; effort to consciously participate in full and to pay a premium.

Yeah I think there's too much pressure on everybody to buy organic and I think the prices...

GEMMA

5.3.7.2 Being Proactive

When asked whether or not participants ever made a conscious effort to address issues of sustainability it was clear that the mainstream consumer is and can be pro-active in contributing to sustainable development. However, the concept of convenience and 'the environment' remained central to the development of pro-active behaviour.

Well I am a bit of a recycling queen. I do like my recycling. Where I live is pretty hilly and until recently the council didn't supply green bins because they couldn't get to our street. So I did recycle and I used to take it away but I don't think many people did that... erm... until it's actually there on your doorstep...it just makes it a lot easier doesn't it? But yeah, I mean I was aware of that and it is something that I've always been aware of

AMANDA

Convenience, particularly that provided by local councils in providing the system and means of sorting and recycling domestic waste was seen to reduce the effort required to participate in pro-environmental behaviour .

Because we don't actually have to make the effort then, do we?

CARLY

Because of the cost of all these new fangled things. Because they do cost more, you just don't do it...it's easier not to pay for something because it's going to cost more. But the major environmental things are like light bulbs and recycling plastics and bottles and I think the councils are doing that bit more because they're giving you the bins. You're not having to buy a bin to put your recycling in you've just got six standing outside your house and its easy.

SAM

It had been suggested that domestic habits were central to these behaviours, however, it was apparent that these extended, for some, to the workplace, despite the process of workplace recycling not being particularly convenient.

It quite upsets me sometimes...I worked in a shop...Dorothy Perkins...and we'd have deliveries every day and the amount of... everything is wrapped in plastic and tissue paper and plastic, plastic, plastic. Then they cleared out the office once and the amount of paper and she was like "do want to take that to the bin" and I was like "if it's ok with you I'm going to put in my car and I'm going to take it to the recycling and if you want me to shred it, I'll shred it but I can't throw that amount of paper away." I can't do it.

SASKIA

In contributing to the conversation above, Laura suggested that an added component in domestic recycling was the ability of an individual to 'see the difference' being made by personal participation.

I think it's...what you're saying is right about recycling rubbish because you can see the difference. We've all got smaller general rubbish bins and bigger recycling bins and you can really see the difference in how little general waste you through away. So being able to see it is a bit encouraging. I'd say that I buy less clothes than I used to and that feels like I'm being a bit more eco and sustainable.

LAURA

This was considered encouraging and was perhaps a point for consideration given the earlier comments regarding 'distance' within clothing contexts.

5.3.7.3 Exposing Consumer Learning

There was clear evidence of participants learning about the issues surrounding ethical fashion via domestic activities and the media; some participants were somewhat pro-active in their engagement with sustainability related behaviours. In order to progress understanding, the researcher was interested to know where and how participants thought that they learned about ethical fashion and related issues and particularly, the meaning of the words used in presenting these matters. When asked directly, it was evident that in the main, rather than undertaking a pro-active search for information to support decision making, learning took place incidentally.

I think, a lot you come across "as and when" you know...like seeing the car adverts advertising the new cars or what ever

SOPHIE

... you're reading a newspaper or magazine and it's just there...you'll read it. I think there's probably more in newspapers than in fashion magazines or the popular magazines.

LAURA

Erm just through promotion I suppose. Like in the supermarkets saying "buy our organic produce its fresh, its healthy, it not got pesticides on it". But basically what I've been told by the media.

CARLY

In every focus group discussion, the supermarket emerged as a place of learning through 'reading the back' of product containers and through consideration of products such as coffee, chocolate, fruit and vegetables or light bulbs. While the media was identified as a source of information, specific documentaries appeared to have some impact but so too did those television programmes that included more incidental information such as those focussed upon cookery.

Documentaries...that have been on...I was thinking of ...the only one I can think of now is that Primark one. That was on a while ago (Carly: Oh when someone went over and saw the places they produce?) Yeah...that's the only one I can think of but I'm sure I've seen other programmes.

I'd say it's the telly and the news...oh these pesticides can do...and it's better to use organic or grow your own ...A lot of the chefs in the cookery programmes are moving onto using organic products.

SAM

In reflecting upon the impact of television programmes, it became apparent that the connections made to health and animal welfare had more of an impact in terms of stimulating domestic debate than those related to fashion.

The thing I talk to my family and friends most so to do about is food...what food I'm buying. We watch all these documentaries and things about what they do to the meat and what they do to the chickens to make them have the eggs. I think I have more conversations about family and friends about that kind of thing and how wrong it is. Anything to do with fashion...no.

KAT

5.3.7.4 Learned in 'every day' settings

It was most evident that the participants considered their learning to take place in every day settings and, rather than a pro-active search for information to support learning, they

relied upon that which was incidentally encountered. The suggestion was made that, despite ethical clothing not being considered mainstream, knowledge of the issues and concerns surrounding ethical fashion was held, being considered and, in some ways, attended to by mainstream consumers, albeit in most cases due to 'being made to'.

*I think it's all around us now, it's everywhere, its constant
Recycling your green bins, were all made to do it.*

Despite the comment being made earlier regarding the lack of commitment within the workplace, encouragement to participate did exist in some of the participant's places of work.

*Yeah. It is all over work as well, because they're encouraging
not to print a lot of emails on paper. Turning your lights off
when you're not in that room and fill my green bin.*

These two comments seemed to support the observation that 'every day settings' often consisted of 'routines' and that it was in fact the concept of routine that was central to the raising of awareness and encouraging participation. Clare shared her experience of brushing her teeth and being made aware of the amount of water that she wasted by leaving the tap to run while Vanessa was aware of leaving the lights on and wasting electricity.

*However, I've been made aware, and I didn't know I did it,
when I clean my teeth, I leave the tap running. And I'm just
cleaning my teeth, and I'm more aware of that now. I turn it
off until...That's because it's in a routine, yes. So I'm not as
good as I should be, but it's all to do with water, that well,
electricity as well isn't it--.*

CLARE

*For me, it's at home. Because I know that if I leave that light
on, I'll be paying for it at the end of the month. So, it's-- and
then you've got to go out and earn that, so home for me.*

VANESSA

However, as the discussion developed, it became clear that wasting money rather than resources was central to both participants' being called to account on their wasteful behaviours. A situation that highlighted the value of incentives in changing behaviour, a point brought to the discussion by

*When you're buying your car, it's a case of you buy a car and
you'll get cheaper tax because it is giving less emissions out.
No matter where you are, I think it's absolutely everywhere*

VICKY

Appendix 5:12 shows the 'Consumer Behaviour' extracts from the focus group transcripts and records the process codes which emerged through the qualitative content analysis of the texts. Close consideration of the process codes and the content of the richest extracts that were discussed above, led to the emergence of five selective codes and two theoretical code which are shown in Table 5:37 and Figure 5:20.

Findings show that the mainstream consumer is 'AWARE' of a broad set of sustainability related issues which have relevance within the context of clothing. This 'AWARENESS' enables them to recognise the complexity of the issues and while this is understood and does not impede how they engage with, for example, local council supported domestic recycling and waste reducing actions, due to a perception of a lack of convenience, this does not enable engagement with ethical clothing. It emerged that mainstream consumers learn about issues of sustainability via incidental means rather than a pro-active search for information. Much of this 'INCIDENTAL LEARNING' is accumulated in the process of carrying out 'DOMESTIC ROUTINES'.

Focus Group discussion exposed that the mainstream consumer recognises the need for 'COMMITMENT' in considering the purchase of ethical clothing. It would appear that 'TRANSFERRING ATTITUDES' expressed and acted upon within the everyday practice of 'DOMESTIC ROUTINES' was difficult given the emphasis placed upon 'SELF INTEREST' regarding convenience, expenditure and the avoidance of a complex decision making process which included the risks considered in section 5:3:5.

In terms of behaviour, for the mainstream consumer, ethical fashion means...		
Process Codes	Selective Code	Theoretical Code
recognising complexity, being critical of the media, thinking but not acting, reeling guilty about fast fashion, assuming expense, aligning perceptions with knowledge of food, recognising impact of disposable, questioning the fashion system, assuming price is due to immature market, assuming price will reduce when market mature,	DEVELOPING AWARENESS	LEARNING
learning from magazines, learning from newspapers, learning from documentaries, learning while shopping	INCIDENTAL LEARNING	
learning via social interaction, learning while shopping, learning at work, learning in domestic setting	EVERYDAY SETTINGS	
struggling to transfer attitudes developed re organic food, being open to change, not acting on awareness	TRANSFERING ATTITUDES	COMMITMENT
feeling the pressure, saving money, budgeting, gaining benefit	PRIORITISING VALUE	INVESTMENT
prioritising convenience, reducing convenience, valuing convenience,	PRIORITISING CONVENIENCE	

Table 5:41 Theoretical Coding Consumer Behaviour: Focus Group Discussion

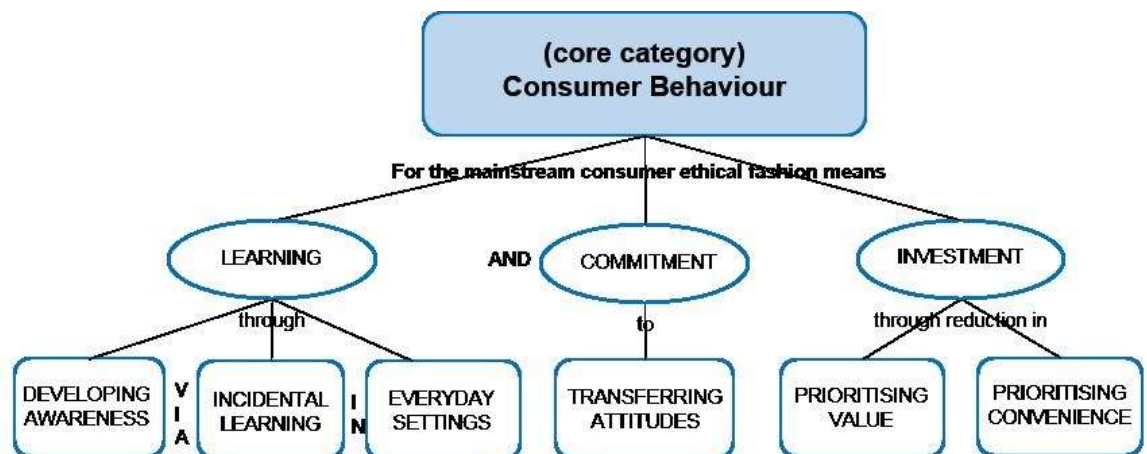


Figure 5:22 Theoretical Codes, Core Category Consumer Behaviour: Focus Group Discussion

5.3.8 Exposing Consumer Knowledge

5.3.8.1 Familiar but not understood

Findings suggested that the words and phrases used to present ethical fashion are familiar to the mainstream consumer but not understood within the context of clothing. As

discussed in section 5:3:2, when confronted with the lexicon of ethical fashion, associations were more freely made with food or other products.

... "organic", you do see that all the time, don't you? That's why I think I went "fruit & veg" because that's the first thing that I associate with "organic. "I was a bit...I... kind of went down the same route as you (Ruth) did I think, and tried to describe what it meant rather than...yeah...

AMANDA

Evidence suggests that in the presence of a set of attitudes that prioritises convenience, accessibility and value, the absence of clarity in media and retailer communications has a negative influence upon the ability of the mainstream consumer to transfer knowledge from one product category to another. Despite their familiarity, they lack clarity.

No...I was going to say I haven't got such a strong definition for those words because I think they're used such a lot that you're not really sure where they should be used.

CARLY

This would appear to have led to complexity in the decision making process as consumers felt the need to translate the meaning of the words within specific product contexts before making purchase decisions. It would appear that this became a barrier in the consideration and selection of ethical clothing products. The comments below highlight this issue in terms of what appeared in Phase 1 of the research to be a relatively understood pre-fix, 'eco',

Eco...Is it because you're not seeing that word or using it every day that, first of all, you have to figure out what it means?

VICKY

I put global warming too but I'm not sure that I know what it (eco) is really when I was trying to describe it on the second bit (Carly: I struggled with that as well) Because I just put words that are linked to it like warrior and friendly so things that you would use with eco but not necessarily knowing what the eco means I couldn't put green again could I...I put natural

SAM

Despite evidence of a process of learning through incidentally encountered information, this learning lacks depth and leads to limited recall.

5.3.8.2 Confusion

Despite the emergence of a set of factors that influence the choice of ethical clothing above other options, the findings presented so far have exposed clear evidence of confusion in

the mainstream consumer interpretations of the lexicon of ethical fashion. This was perhaps expressed most clearly by Sam (age 32) who suggested that ‘*younger generations*’ may have a better understanding of this ‘*terminology*’.

“The confusion about these words doesn't help promote the products. It does confuse people doesn't it? You've not been brought up with this sort of terminology or this wording in any way from being younger and moving forward with it perhaps younger generations it might be different. They have been brought up on recycling, they have been brought up on energy efficiency, and they have been brought up on sustainability and all that sort of stuff. So they're more informed as you're getting older, rather than being given it in a way that's kind of subliminal messaging that you have to do it and you feel guilty if you don't. It's a guilt thing rather than a choice.”

SAM

The findings presented in this thesis suggests that even those participants in their early to mid-twenties, such as Saskia and Kat, struggled to interpret these words in relation to clothes. When asked about the words ‘conscious consumer’, despite the evidence that she was in fact a highly conscious participant in domestic recycling, Amanda did not relate the words to anything that she did in terms of her own everyday routines. Possibly an indication

“I don't know really because I think... I'm not sure... it's not something that you sort of think about or...well, certainly not me. I don't really think about it or talk about it on a daily basis so to have it just sort of there it just made me think of...what actually is that...I think. I can't really explain it.”

AMANDA

that the routines had become habits.

Appendix 5:13 shows the ‘Consumer Knowledge’ extracts from the focus group transcripts and records the process codes which emerged through the qualitative content analysis of the texts. Close consideration of the process codes and the content of the richest extracts that were discussed above, led to the emergence of five selective codes and two theoretical code which are shown in Table 5:38 and Figure 5:21.

The analysis of focus group discussion sought clarification of the confusion being expressed, it appeared that the words used within fashion contexts led to a high level of consumer uncertainty as words were indeed ‘FAMILIAR BUT NOT UNDERSTOOD’ with

evidence that they presented a 'BARRIER' to mainstream consumer involvement with the ethical fashion market.

The meaning of ethical fashion for mainstream consumers is...		
Process Codes	Selective Code	Theoretical Code
recognising familiarity, repeating associations, guessing the meaning, trying to define, knowing without understanding, lacking in clarity, leading to cynicism	FAMILIAR BUT NOT UNDERSTOOD	CONFUSION
lacking clarity, struggling with 'e-words', not knowing, not understanding, missing from daily discourse, not associating with clothes	A BARRIER	

Table 5:42 Theoretical Coding Consumer Knowledge: Focus Group Discussion

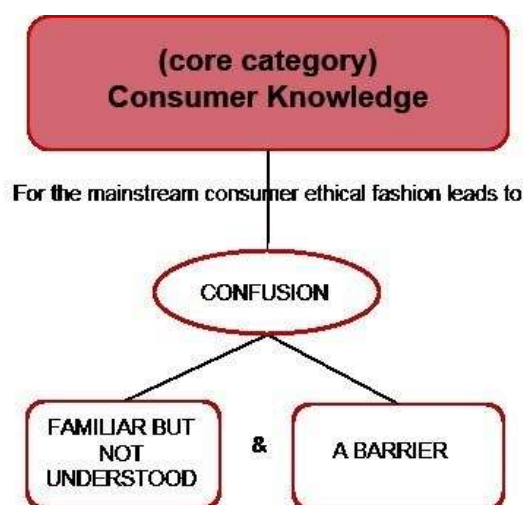


Figure 5:23 Theoretical Codes, Core Category Consumer Knowledge: Focus Group Discussion

5.3.8.3 From Phase 2 to Phase 3

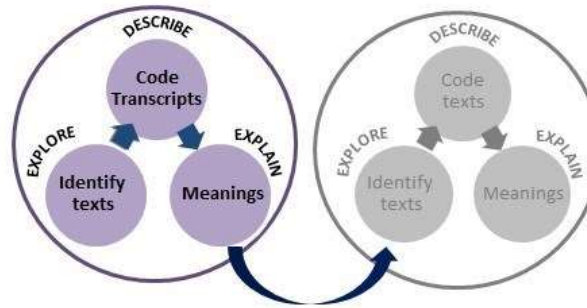


Figure 5:24 From Phase 2 to Phase 3

The findings of Stage 1 Phase 2 of the research established that mainstream consumer understanding of ethical fashion was inhibited by the words used to present it and also by a perceived lack of accessibility for reasons already discussed. A key finding to be considered at this stage of the research was the call for commitment on the part of retailers to clarify communication with the mainstream consumer in their presentation of ethical fashion. Phase 1 in stage 1 of the research established the list of words (*a-priori* codes) that were used to promote and communicate ethical fashion at the height of its popularity between 2006-2008. The words used were found to be familiar to mainstream consumers but not understood within the context of clothing. Focus group discussion exposed the view that the visibility of ethical fashion products in-store was also a barrier to mainstream consumer involvement. The focus of this research is the communication of products and addresses a gap in knowledge re the nature of the textual communications, specifically the language of ethical fashion. Phase 3 of stage 1 research was devised in order to compare the use of a-priori codes by retailers with the findings of phase 1 and Phase 2.

Participant data sheets had requested information about the retailers visited in their general shopping habits. This data was analysed to identify the retailers that were frequented and that were known to be actively involved in the sale of ethical fashion or clothing products. Table 5:39 show that a fashion retailer, a supermarket and a department store were selected; H&M, Tesco and M&S respectively.

ASDA	Tesco	Sainsburys	M&S		
20%	20%	20%	30%		
H&M	New Look	Top Shop	Dorothy Perkins	Primark	Monsoon
35%	35%	35%	30%	25%	25%
Next	TK Maxx	Zara	Warehouse	River Island	Oasis
25%	20%	20%	15%	15%	10%
Urban Outfitters	Independents	Evans	Miss Selfridge	All Saints	Coast
10%	10%	5%	5%	5%	5%

Table 5:43 Retailer Sample Frame

5.4 Findings: Stage 1- Phase 3 Analysis: Retailer Texts

5.4.1 Introduction

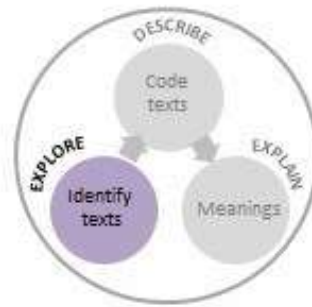


Figure 5:25 Phase 3: retailer texts

The findings of Phase 2 suggested that apart from their awareness of sustainability related information in the media, for participants, the retail environment was the place that facilitated most of their incidental learning. While this environment was considered critical to the development of their knowledge and understanding, it was found that for the mainstream consumer the perception of relative poor in-store visibility of ethical fashion products compared to generic household products and food, was a barrier to their involvement with the ethical fashion market.

5.4.2 Framing the retailers' message

Research Questions: How is the ethical fashion messages framed? How do High St Retailers communicate sustainable development with their consumers? Are there messages related specifically to clothing?

As was expected, the overriding tone of the reports was linked to the communication of achievements against targets for company stakeholders. As explained in section 4:7:2, Table 4:12 was created to support consideration of whether the purpose of a piece of media communication was to a) create common understanding of ethical fashion; communication **about** ethical fashion (**CaEF**), b) to provide information to inform and educate the reader; communication **of** ethical fashion (**CoEF**) or c) to inspire action by the reader; communication **for** ethical fashion (**CfEF**). While this framework for analysis of retailer frames was applied, it was recognised that only the report of H&M could be considered in terms of ethical fashion specifically. In reviewing each document, it became clear that they could all be described more accurately as presenting '**communication of sustainable actions**', (**CoSA**) given that the overriding purpose of each report was 'to provide information to inform and educate the reader (Newig et al., 2013) in relation to each retailer's achievements against sustainability or corporate responsibility targets.

In order to indicate more clearly the predominant framing of retailer texts, a simple snapshot of the twenty most frequently used words gave an indication of the emphasis of the information and discussion presented in each publication.

Discussion that follows will give focus to the concepts of commitment, communication and accessibility that emerged in focus group discussion.

H&M				M&S			TESCO		
	Word	Count	Weighted (%)	Word	Count	Weighted (%)	Word	Count	Weighted (%)
1	2010	465	1.42	plan	315	1.72	tesco	246	1.35
2	sustainability	267	0.82	performance	191	1.04	year	179	0.98
3	report	264	0.81	2010	182	0.99	customers	138	0.76
4	suppliers	243	0.74	food	180	0.98	people	131	0.72
5	conscious	227	0.69	achieved	164	0.90	products	125	0.69
6	actions	213	0.65	2012	160	0.87	local	122	0.67
7	factories	185	0.57	commitment	153	0.84	suppliers	112	0.61
8	use	181	0.55	summary	137	0.75	carbon	109	0.60
9	cotton	173	0.53	business	126	0.69	also	107	0.59
10	contents	169	0.52	2009	125	0.68	new	108	0.59
11	audit	158	0.48	progress	122	0.67	stores	101	0.55
12	100	154	0.47	aim	117	0.64	2009	94	0.52
13	compliance	145	0.44	new	104	0.57	report	89	0.49
14	workers	134	0.41	waste	103	0.56	community	83	0.46
15	production	130	0.40	products	94	0.51	staff	84	0.46
16	water	132	0.40	report	93	0.51	corporate	82	0.45
17	work	123	0.38	carbon	92	0.50	000	81	0.44
18	working	114	0.35	customers	92	0.50	2010	81	0.44
19	audits	111	0.34	suppliers	90	0.49	emissions	80	0.44
20	coverage	107	0.33	commitments	88	0.48	responsibility	76	0.42

Table 5:44 Top twenty words used by H&M, M&S, Tesco in 2010 CSR Reports

5.4.2.1 H&M

It was evident that the H&M report, being highly accessible to consumers via the landing page of the retailer's website, was being used to create understanding of ethical fashion and provided relatively in-depth communication **about** ethical fashion (**CaEF**), there was also strong evidence of an intention on the part of H&M to provide, through their online CSR reporting, information to inform and educate the reader through communication **of** ethical fashion (**CoEF**) and elements of content which had the potential to inspire action by the reader; communication **for** ethical fashion (**CfEF**). (see Appendix 5:16).

H&M refer to sustainability as a natural part of the way that they do business in a globalised world. They make reference to treating people and resources both responsibly and with respect as they seek stable purchasing and sales markets, they make regular reference to their commitment to place sustainability at the core of their business model. While the word commitment does not appear in the list of highest frequency words, as a concept, it is central to the H&M communications. This is evidenced in part by the words conscious, compliance, suppliers, workers and factories.

5.4.2.2 Marks and Spencer (M&S)

The 2010 report was the 7th annual report to review social, environmental and ethical performance. In terms of intended audience, it was clearly stated that this was written for primarily for external stakeholders.

To make sure our report serves the needs of these varied audiences, as far as possible, we've tried to provide a balance of detailed data and more accessible information. The report has been written primarily for external stakeholders. We will also share the information it contains with employees and customers. (M&S 2010)

In stark contrast to the H&M materials, communication **about**, **of** or **for** ethical fashion was not evident reporting. The M&S publication emphasised the reporting of achievement against CSR targets. The word commitment is evident and used frequently, commitment being framed as central to the business' Plan A framework. The reporting nature of the document is evidenced by the high frequency of the words 'performance', achieved and 'summary'. It is interesting also to note the frequency of the word 'food' as much of the reporting was related to social and environmental practice in the food supply chain. (see Appendix 5:14).

The strongest use of the word commitment by M&S was in their commitment to the 100 targets set against the five pillars of Plan A; climate change, waste, natural resources, fair partner, health and wellbeing. Despite a low level of content being given over to in-depth consideration of fashion, within the context of clothing, these commitments were to

- the M&S 'wash at 30' initiative persuaded an additional 15% of customers to reduce
 - reductions on swing tickets and increased reuse of clothing hangers.
- customer recycling services
- contribution to Defra's sustainable clothing action plan with commitments on the environmental standards for clothing factories, dye houses and raw materials
- procurement of 25% of cotton from sustainable sources by 2015 and 50% by 2020.
- the use of recycled plastic (e.g. used bottles) to make polyester,
- animal welfare in the clothing supply chain and
- the conversion of 20 million clothing garments (£5 plain t-shirts, women's strappy vests and oxford shirts) to Fairtrade cotton – equal to 10% of all m&s cotton use by 2012

5.4.2.3 Tesco Top 20

In the same vein as the M&S document, in the Tesco report, communication **about**, **of** or **for** ethical fashion was not evident. This too emphasised the reporting of achievement against CSR targets. There was strong evidence of an intention to put customers and people at the heart of all sustainability practices and while clothing was not an explicit feature of the report, labour conditions in the process of clothing production were considered. (Appendix 5:15).

In the final review of the retailer texts, it was evident that overriding frame of reference was also 'the environment'.

5.4.3 Retailer vocabulary Use of *a-priori* codes

What words and phrases constitute the lexicon of ethical fashion?

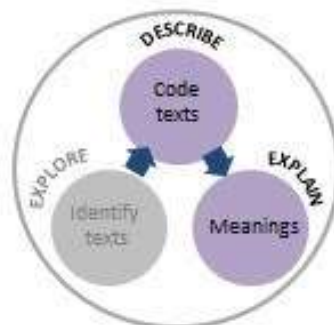


Figure 5:26 Phase 1: Coding

To assure consistency in the review and critical evaluation of retailer use of the *a-priori* codes, the process of qualitative content analysis was guided by the same principles that were developed for the analysis of media texts.

H&M use of			M&S use of			TESCO use of		
Word	Count	(%)	Word	Count	(%)	Word	Count	(%)
sustainability	267	0.82	carbon	92	0.50	local	122	0.67
environmental	97	0.30	sustainable	74	0.40	carbon	109	0.60
sustainable	93	0.28	environmental	52	0.28	responsibility	76	0.42
organic	76	0.23	ethical	47	0.26	ethical	25	0.14
responsible	74	0.23	recycled	48	0.26	sustainable	23	0.13
recycled	68	0.21	clothing	36	0.20	recycling	19	0.10
fashion	62	0.19	sustainability	31	0.17	green	15	0.08
responsibility	35	0.11	Fairtrade	29	0.16	sustainability	13	0.07
environment	31	0.09	local	22	0.12	Fairtrade	10	0.05
local	28	0.09	green	17	0.09	recycled	9	0.05
carbon	22	0.07	environment	13	0.07	renewable	9	0.05
apparel	23	0.07	recycle	11	0.06	responsible	8	0.04
ethical	19	0.06	renewable	11	0.06	locally	3	0.02
recycling	20	0.06	organic	9	0.05	ethically	1	0.01
renewable	20	0.06	responsibility	9	0.05	organic	1	0.01
environmentally	14	0.04	responsible	9	0.05	conscious	1	0.01
eco	10	0.03	fashion	6	0.03	planet	1	0.01
recycle	11	0.03	eco	3	0.02	eco	0	
green	7	0.02	environmentally	1	0.01	vintage	0	
planet	2	0.01	recyclability	2	0.01			
clothing	3	0.01	recycle bank	1	0.01			
Fairtrade	1	0.00	renewables	2	0.01			
conscious consumer	0		conscious consumer	0				
vintage	0		planet	0				
			vintage	0				

Table 5:45 *a-priori* codes used by H&M, M&S, Tesco in 2010 CSR Reports

In depth discussion of this process has already taken place in both Chapters 5:2 and 5:3.

Table 5:46 provides a comparative view of the a-priori codes as used by each retailer and Tables 5:50-5:52 illustrate the similarities and differences in the selective coding for the *a-priori* codes which caused the greatest confusion for participants in focus group discussion. Tables 5:47-5:49 provide the framework for discussion that exposes the emergence of additional codes in this phase of the research and evidence that confirms the existence of three different frames in existence between print media, retailers and the mainstream consumer.

5.4.4 Adding to the dilemma

Table 5:47 shows the total number of process codes generated in Phases 1 and 2 plus those additional codes generated in analysis of the H&M text. (Appendix 5:14).

In considering the observations made in Phase 1 - the higher number of process codes being indicative of greater ambiguity in the interpretation of each *a-priori* code - consideration of these figures suggested, that the codes sustainable, environmental and recycled were used. In focusing upon the codes 'environmental' and 'sustainable' and the framing of the retailer texts becomes clearer with the emergence of selective codes CHALLENGING, INVESTING IN THE FUTURE, COMMUNICATION, SUPPORTING CONSUMERS, DEVELOPING & MONITORING KPIS and ADDING VALUE. These additional codes were found to be consistent in the analysis of both the M&S and the Tesco texts (see Appendix 5:14 and 5:16).

a priori Codes	Total No. Selective Codes Re-emergent Phase 1 & 2 + Emergent Phase 3 H&M	No. Selective Codes Phase 3 H&M
ETHICAL FASHION means	2+2	4
SUSTAINABLE means	2+7	9
GREEN means	1+2	3
ENVIRONMENTAL means	2+7	9
FAIRTRADE means	0+1	1
ORGANIC means	2+5	7
RECYCLED means	3 +6	9
CONSCIOUS CONSUMER means	1+4	5
ECO means	1+1	2
CARBON FOOTPRINT means	1+1	2

Table 5:46 H&M extending the meaning of *a-priori* codes

a priori Codes	Total No. Selective Codes Re-emergent Phase 1 & 2 + Emergent Phase 3 M&S	No. Selective Codes Phase 3 M&S
ETHICAL FASHION means	1 +5	6
SUSTAINABLE means	1+3	4
GREEN means	1+1	2
ENVIRONMENTAL means	0+3	3
FAIRTRADE means	1+3	4
ORGANIC means	1+4	5
RECYCLED means	2 +6	8
CONSCIOUS CONSUMER means	0+0	0
ECO means	0+1	1
CARBON FOOTPRINT means	1 +4	5

Table 5:47 M&S extending the meaning of *a-priori* codes

a priori Codes	Total No. Selective Codes Re-emergent Phase 1 & 2 + Emergent Phase 3 Tesco	No. Selective Codes Phase 3 Tesco
ETHICAL FASHION means	3+6	9
SUSTAINABLE means	2+5	7
GREEN means	1+2	3
ENVIRONMENTAL means	0+4	4
FAIRTRADE means	1+2	3
ORGANIC means	0+1	1
RECYCLED means	1 +4	5
CONSCIOUS CONSUMER means	0+0	0
ECO means	1+0	1
CARBON FOOTPRINT means	1+2	3

Table 5:48 Tesco extending the meaning of *a-priori* codes

For H&M a priori code: ETHICAL is...or means				
H&M SELECTIVE CODE	COLLABORATION (NEW Phase 3)	RESPECTING THE ENVIRONMENT	HAVING SOCIAL CONSCIENCE	COMMITTING TO ETHICAL PRACTICE (NEW Phase 3)

For M&S a priori code: ETHICAL is...or means			
M&S SELECTIVE CODE	COMMITTING TO ETHICAL PRACTICE (NEW Phase 3)	COMMUNICATION (NEW Phase 3)	CHALLENGING (NEW Phase 3) SAFEGUARDING PRODUCERS
M&S SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES (SAFEGUARDING REPUTATION) (DEVELOPING & MONITORING KPIS)	COLLABORATION (NEW Phase 3)	

For Tesco a priori code: ETHICAL is...or means					
TESCO SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES (SAFEGUARDING REPUTATION) (DEVELOPING & MONITORING KPIS)	RESPECTING THE ENVIRONMENT	COMMITTING TO ETHICAL PRACTICE	COLLABORATING (NEW Phase 3)	
TESCO SELECTIVE CODE	COMMUNICATION (NEW Phase 3)	HELPING CONSUMERS (NEW Phase 3)	SAFEGUARDING PRODUCERS	CHALLENGING (NEW Phase 3)	PROMOTING LOCAL PRODUCTS (NEW Phase 3)

Table 5:49 H&M Selective and Process codes: Ethical

For H&M a priori code: ENVIRONMENTAL is...or means					
H&M SELECTIVE CODE	CHALLENGING (NEW Phase 3)	INVESTING IN THE FUTURE (NEW Phase 3)	COMMUNICATION (NEW Phase 3)	HELPING CONSUMERS (NEW Phase 3)	CONSIDERING & ADAPTING BEHAVIOUR (ADDITIONAL)
H&M SELECTIVE CODE	RESPECTING THE ENVIRONMENT		DEVELOPING & MONITORING KPIS (NEW Phase 3) (SAFEGUARDING REPUTATION)		SAFEGUARDING PRODUCERS COLLABORATING (NEW Phase 3)

For M&S a priori code: ENVIRONMENTAL is...or means			
M&S SELECTIVE CODE	COMMITTING TO ETHICAL PRACTICE (NEW Phase 3)	HELPING CONSUMERS (NEW PHASE 3)	ACCREDITING PRODUCTION PROCESSES (SAFEGUARDING REPUTATION) (DEVELOPING & MONITORING KPIS)

a priori code: ENVIRONMENTAL is ...or means				
TESCO SELECTIVE CODE	DEVELOPING & MONITORING KPIS (NEW Phase 3)	CONSIDERING & ADAPTING BEHAVIOUR (ADDITIONAL)	PRODUCING FOOD (NEW Phase 3)	COLLABORATING (NEW Phase 3)

Table 5:50 Retailers Selective codes: Environmental

<i>a priori</i> code: SUSTAINABLE <i>is...or means</i>						
H&M SELECTIVE CODE	COLLABORATING (NEW Phase 3)		CONSIDERING & ADAPTING BEHAVIOUR	INVESTING IN THE FUTURE (NEW Phase 3)		COMMUNICATION (NEW Phase 3)
H&M SELECTIVE CODE	ADDING VALUE (NEW Phase 3)	CAUSING NO HARM	HELPING CONSUMERS (NEW Phase 3)	DEVELOPING & MONITORING KPIS (NEW Phase 3)	BEING FASHIONABLE (ADDITIONAL)	CHALLENGING (NEW Phase 3)

<i>For M&S a priori</i> code: SUSTAINABLE <i>is...or means</i>				
M&S SELECTIVE CODE	CONSIDERING & ADAPTING BEHAVIOUR	INVESTING IN THE FUTURE (NEW Phase 3)	COLLABORATING (NEW Phase 3)	HAVING SOCIAL CONSCIENCE (ADDITIONAL)

<i>For TESCO a priori</i> code: SUSTAINABLE <i>is...or means</i>					
TESCO SELECTIVE CODE	CONSIDERING & ADAPTING BEHAVIOUR	PRODUCING FOOD (NEW Phase 3)	COMMUNICATION (NEW Phase 3)	CONSIDERING PACKAGING (NEW Phase 3)	RESPECTING THE ENVIRONMENT

Table 5:51 H&M Selective and Process codes: Sustainable

5.4.5 Clothing attributes

For the sampled retailers ethical fashion is.../ ethical fashion means		
Process Codes	Selective Code	Theoretical Code
selling Fairtrade cotton products, producing men's and ladies knitwear in Fairtrade cotton, offering both 100 percent organic cotton clothes and blended organic garments containing a mix of organic and conventional cotton, offering a full fashion collection made from organic materials organic linen,	NATURAL	APPEAL
including £5 plain t-shirts, women's strappy vests and Oxford shirts to Fairtrade cotton, selling Fairtrade cotton school uniform items,	BASIC	
selling 7.9 million Fairtrade certified cotton garments, producing 5 percent of total of garments produced from environmentally adapted materials, offering a fashion collection made from recycled materials, growing customer demand, offering a full fashion collection made from organic materials such as organic cotton, providing fashion for conscious customers, offering a selection of more sustainable fashion choices	ACCESSIBLE	
certifying cotton clothing, increasing use of independently certified organic cotton, growing in Turkey, India and China, being involved with the BCI since its inception in 2004, Using organic linen that is independently certified according to the GOTS standard, possessing full transaction certification (TC),	CERTIFIED	INVESTMENT In the FUTURE
estimating that our 2009/10 Fairtrade certified cotton usage was equivalent to around 2,100 tonnes, using more organic cotton in products, supporting the 'Better Cotton Initiative', helping to fund a 'best practice', developing programmes for cotton production, demonstrating how recycled materials can be used to make fashionable garments that meet our customer demand,	SOCIALLY BENEFICIAL	
investing in recycled materials, using 1,600 tonnes of recycled materials used to create new garments, using recycled wool and cotton textile remnants, transforming cut into a Waste Collection, scaling-up our use of recycled fabrics, minimising unnecessary plastic, using more and more recycled materials for garments, launched clothing care labels made from recycled PET plastic, increasing the number of clothing hangers collected to 133 million with 76% being reused and the remainder recycled back into new hangers, making ranges of men's, women's and children's polyester fleeces from recycled plastic, looking at the Sustainability of products across their entire life cycle, aiming both to be carbon neutral and to produce zero waste, growing without the use of any chemical fertilisers or pesticides, reducing water use, increasing profitability for farmers, focussing on key water quality measures and chemical pollution levels,	ENVIRONMENTALLY BENEFICIAL	

Table 5:52 Theoretical Coding Clothing Attributes: Retailer Communication



Figure 5:27 Theoretical Codes, Core Category Clothing Attributes: Retailer Communication

In modelling the findings of this stage of data analysis, the difference in the framing of clothing attributes between retailers and consumers becomes clear. In analysing the retailer texts, clothing was found to be framed as NATURAL, BASIC and ACCESSIBLE. Engagement with ethical clothing on the part of the retailer was also found to require INVESTMENT in the FUTURE to support the development of certification of social and environmental practice.

5.4.6 Retailer behaviour

Findings show that retailers state that they have 'COMMITMENT' to the consideration and adaptation of their behaviours through their commitment to INVEST IN THE FUTURE through COLLABORATION and through COMMUNICATION which will SUPPORT CONSUMERS.



Figure 5:28 Theoretical Codes, Core Category Retailer Behaviour: Retailer Communication

Retailer SUPPORT for CONSUMERS was found to be evidence of the retailers' general acceptance that issues of ethical production are COMPLEX and how to address them requires LEARNING and not just on the part of the consumer. Suggestion is that sustainability is a work in progress and the retailers too are in a process of learning.

For the sampled retailers ethical fashion is... ethical fashion means...		
Process Codes	Selective Code	Theoretical Code
challenging to meet ethical standards, searching for value means sourcing products from countries with low wages, low levels of regulation, and relatively little enforcement of good employment practice, ensuring and demonstrating that buyers support ethical trading, ensuring that Buying Pledges extend beyond the price paid for raw materials, being difficult to monitor progress against green targets due to the lack of a solid framework, recognising that tackling complex structural issues that underlie much of our supply chain requires an industrywide response,	COMPLEXITY	CHALLENGE
managing a continually evolving set of issues, defining what qualifies as renewable energy use in voluntary greenhouse gas accounting and reporting by companies, aiming to increase energy efficiency and reduce carbon intensity while learning how to develop the initiative on a larger scale, taking an active role in public policy, working further towards collaborative actions, building bridges	LEARNING	
being open and honest about the challenges that retailers and supply chain partners face, not just highlighting successes, using independent audits to open honest, open discussions of the challenges, providing a balance of detailed data and more accessible information. giving stakeholders a very clear picture of what you're doing, communicating with customers, promoting Fairtrade products using press and radio advertisements, and in-store promotions on produce, chocolate, tea and coffee, entering mutual dialogue with various stakeholders such as customers, employees, suppliers, local and international NGOs and Unions, authorities, shareholders, giving the sustainability programme a name to make it easier to engage with our customers, committing to open and honest disclosure, eliciting feedback from stakeholders, improving reporting, transferring knowledge and experience to suppliers and factories, engaging with NGOs to better understand current and emerging issues related to our business.	COMMUNICATION	COMMITMENT
Enabling suppliers to address difficult issues such as 'living' wage and working hours through collaborative networking, conferences and the launch of an Ethical Exchange website, , Collaborating with other retailers and brands to promote a single global ethical trading code, providing support through on-site training and conferences to raise worker and management awareness and knowledge, committing to share best practice and support the convergence of different retailers' approaches to ethical trade, participating in many different ethical trade forums, notably the Global Social Compliance Programme, the ETI, the Supplier Ethical Data Exchange (SEDEX), and the MFA Forum in Bangladesh. Protector Line' is a 24-hour confidential telephone line and email address for employees to raise ethical issues and also report grievance NGOs want us to show leadership on CR issues from climate change to ethical trading, collaborating with transport providers, bringing together brands, manufacturers, trade unions, NGOs, IGOS, third-party monitoring organisations and researchers to participate in a dialogue about macro-level issues of the garment sector such as wages, safety or environmental standards, sharing our CR strategy, performance and reporting, engaging with NGOs to better understand current and emerging issues related to our business, responding to requests for information from NGOs as fully and promptly as we can, asking NGOs to share their findings to help improve performance, working with different stakeholders, such as the ERRT and its members, the World Resources Institute (WRI) and Carbon Disclosure Project (CDP), to find a consensus on how to define and measure, being members of the SUSTAINABLE APPAREL COALITION (SAC), collaborating to improve the environmental and social impacts of apparel and footwear products, being a member of BUSINESS FOR SOCIAL RESPONSIBILITY (BSR), contributing to the development of sustainable business strategies and solutions through consulting, research, and cross-sector collaboration, reporting annually on activities and progress on sustainability programmes, using the GRI Sustainability Reporting Guidelines and the pilot Apparel and Footwear Sector Supplement to inform sustainability reporting, being involved in multi-stakeholder initiatives like the Fair Labour Association, working closely with our suppliers to develop sustainable social and environmental standards in the factories that manufacture products, contributing to DEFRA's Sustainable Clothing Action Plan, Our Cotton Sustainability Strategy promoting the use of Fairtrade, organic, recycled and more sustainable forms of cotton such as the 'Better Cotton Initiative' and 'Better Management Practices' production. launching our first products made with sustainable palm oil members of the Roundtable for Sustainable Palm Oil and Roundtable for Responsible Soy.	COLLABORATION	
publishing an M&S Sustainable Construction Manual, developed with building consultants BRE		
introducing SRM (suppliers relationship management) programme, acting with integrity and respect towards everyone who contributes success, committing to being ethical in all operations, taking a clear stand against corruption and any form of discrimination throughout operations, being a fair partner to our colleagues, committing to doing the right thing for our customers, colleagues, shareholders, suppliers and local communities as well as for the environment, reviewing policies to ensure legal compliance, maintaining and promoting an environment where diversity is valued,	CONSIDERING & ADAPTING BEHAVIOUR	

investing in the future developing strategy, funding best practice, developing partnerships, developing market share, stimulating innovation, developing more Fairtrade partnerships with employees, communities and suppliers are an investment in future success, making a positive contribution to a more sustainable future, financing growth with an emphasis on quality, sustainability and continued high profitability, keeping and attracting skilled, creative and devoted colleagues around the world, staying at the forefront of sustainable business practices, fulfilling the needs of both present and future generations, associating social and environmental improvements with profit, supporting those in our value chain to become better at what they do to make their business more sustainable and H&M supply more stable and efficient, responding to the compelling business case for improving efficiency by using less energy, reducing packaging and waste, and creating new markets,	INVESTMENT	
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Table 5:53 Theoretical Coding Retailer Behaviour: Retailer Communication

5.4.7 Consumers

In terms of supporting consumer behaviour, for the sampled retailers, ethical fashion means...		
Process Codes	Selective Code	Theoretical Code
making the green option understandable, customers along with us on this journey, making customers more aware of all the work being done to be more sustainable, inspiring customers to adapt their own behaviour too; for example, by lowering the temperature at which they wash their clothes increasing customer appreciation of efforts to offer more sustainable products,	PROVIDING INFORMATION	HELPING CONSUMERS
understanding customers and meeting their needs, to improve customer offering, helping customers show their support for action on climate change, making the green option easy, making the green option affordable.	MAKING IT APPEALING	
making the green option easy, offering our customers conscious products, Helping our customers make a difference to the social and environmental causes that matter, developing and changing the way customers shop, helping customers reduce their carbon footprint, continuing to extend ranges of energy efficient electrical products, providing domestic energy and home insulation services, providing customer recycling facilities, rolling out automated TOMRA recycling machines, piloting ten smaller versions, each about the size of a cashpoint machine, which help customers recycle more.	MAKING IT CONVENIENT	
recognising customers are prepared to take action on these issues if solutions are affordable, making the green option affordable.	MAKING IT AFFORDABLE	

Table 5:54 Theoretical Coding Consumer Behaviour: Retailer Communication

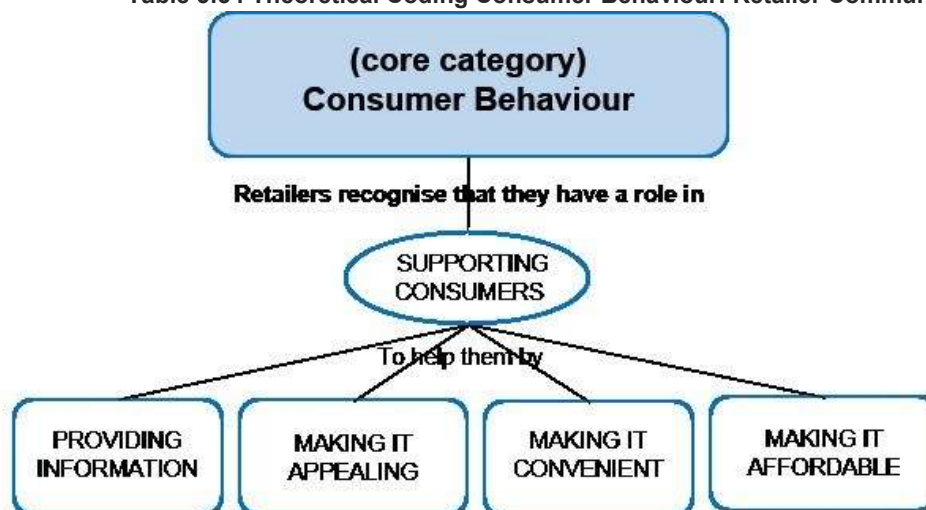


Figure 5:29 Theoretical Codes, Core Category Consumer Behaviour

The overriding message that was embedded within each retailer report was the concept of SUPPORTING CONSUMERS. It would appear that retailers, while not visibly engaging with the process of explicit communication are aware of the need for them to PROVIDE INFORMATION ABOUT ETHICAL FASHION, TO MAKE IT CONVENIENT, ACCESSIBLE and AFFORDABLE.

5.4.8 Summary of Phase 3 Findings

Are these messages likely to be understood by the mainstream consumer?

The data collected and analysed in phase three of this study developed insight to the nature and the content of the ethical fashion message delivered by retailers via their CSR reporting. The three core categories that emerged from Phase 1 analysis which explain the macro framing and the nature of communication embedded within the content of the sample articles were found to be a conceptual fit with the content of retailer texts.

In progressing data analysis through 4 iterations of coding, evidence has shown the additional complexities embedded within retailer interpretation of the a-priori codes compared with that of journalists and mainstream consumers. This is discussed in more depth in Chapter 5:5.

5.5 Findings: Stage 1 - Recontextualisation

5.5.1 Introduction

Sections 5:1 to 5:4 presented the three phases of data analysis in stage one of the research. Each section in turn detailed the qualitative content analysis of the sampled media texts, the focus group discussion and the qualitative content analysis of the sampled retailer texts. The findings of stage one exposed the similarities and differences between the meanings and interpretations of the ethical fashion lexicon through the emergence of categories of meaning and a set of related theoretical codes. While there was some consistency in the emergence of selective codes and categories in each phase of analysis, there were also some areas of significant difference, which provide insight to potential barriers to mainstream consumer understanding of the ethical fashion message. Discussion presented in this section will make tentative connections between the progressively reevaluated theoretical codes, academic literature and relevant theoretical concepts in order to lay the foundation for more significant theory development in Chapter Seven.

5.5.2 Analysis: Message Framing

As discussed in Chapter 3, framing as a macro construct serves to enhance accessibility to complex issues by presenting information in a way that resonates with the existing knowledge base, or schema, of an intended audience (Shoemaker and Reese, 1996). Despite evidence of a pre-existing knowledge base informed by the prevailing environmental discourse, it was found that the frames used by journalists and retailers increased rather than reduced (Gans, 1979) the complexity of the ethical fashion message for the mainstream consumer audience.

The broad media frames to emerge from the analysis of the sampled media texts; clothing attributes, consumer behaviour, and retailer behaviour were found to resonate with focus group participants and were aligned to the framing of retailer texts. However, as evidenced in the comparative analysis presented below, there were marked differences in the detail of each frame when considered across the data sources of media texts, retailer texts and focus group discussion. This was interpreted by the researcher as evidence that the negative framing effects were indeed due not to *what* was being communicated, rather *how* the information was presented to and interpreted by the participants (Scheufle and Iyengar, 2012). Of the four types of framing effects proposed by Scheufle (2004), the analytical framework of communication **for**, **of** or **about** ethical fashion (Entman, 1993) exposed extensive limitations in the ability of mainstream print media or retailer communication to activate (activation effect) or modify (transformation effect) the existing schema of the mainstream consumer audience or to alter existing attitudes (attitudinal effect). However,

where media framing and retailer framing could have been successful, is in its *formation effect*; evidence suggests that the print media messages were successful in establishing mainstream consumer schemata that supported the development of negative rather than positive perceptions of ethical fashion and were therefore limited in their persuasive value (Stanforth and Hauck, 2010). while retailers were found to do the same but by 'omission rather than commission' (Valor, 2008: 318).

In communicating the complex information related to the production of ethical fashion or in developing persuasive consumer messages, it was found that words must be chosen carefully in order to stimulate consumer action in the mainstream consumer audience (Lakoff, 2010). While the language system of ethical fashion was found to be aligned to the environmental micro frames of participants, the words in this system were not freely associated with clothing. Indeed, prior to making an association with a number of codes in relation to clothing (see section 5:3:3), participants were seen to 'struggle with criteria' and make strong attempts to define the words before considering any associations. Other than the familiar words of Fairtrade and Organic which were associated with in a clothing context were associated with cotton, and the code Sustainable that was associated with Oxfam and the 'recycling' of clothes, the lexicon of ethical fashion was in fact more typically associated with generic environmentally safe product attributes and Fairtrade or Organic food (see Tables 5:23 & 5:24). These were found to be powerful frames of reference and evidence suggests that understanding of these products had developed awareness of the practice of product sourcing and an appreciation of the impact of retailers' sourcing decisions. In listening to participants, it became clear that much of the awareness regarding the words and phrases presented was developed through the activity of supermarket shopping and in their every-day engagement with sorting domestic refuse and recycling.

5.5.2.1 Framing Clothing Attributes

In Table 5:67, the theoretical code 'APPEAL' illustrates the variation and contradiction in how ethical clothing attributes were framed by the media, framed by retailers and interpreted in relation to the micro frames of the mainstream research participants. While the media presented ethical clothing as natural, progressive and exclusive, retailers presented their offerings as natural, basic and accessible. Despite the media framing of APPEAL, articles published within the same time frame induced CONFUSION in terms of appeal; alongside the desirable attributes suggested above, ethical clothing was also presented as a compromise and undesirable given it's '*geography teacher*' (Portas, 2008) and '*sludgy*' (Pool, 2008) connotations. Ethical fashion was discussed by journalists in terms of it being *complex*, *confusing*, *a challenge* and *a compromise for* the consumer. It would appear that these messages rendered ethical fashion inaccessible, confusing, not

understood and veiled the visibility of ethical clothing in mainstream environments due to its promotion as ‘high end’ product. This perception of ethical clothing as ‘high end’ was key to the message in the data that the benefits of ethical fashion was for others.

While the benefits for others can be linked to benefits for the environment and for supply chain workers, benefits were also deemed to be for the ‘middle class’ and the moneyed or for those with a ‘hippy’ lifestyle. The benefits on the part of retailers were expressed through messages of benefits as an outcome of their investment in the future and the implicit assumption that their processes if certification were all the benefit of those involved in the supply chain and the value chain.

Phase 1 MEDIA TEXTS		Phase 3 RETAILER TEXTS		Phase 2 FOCUS GROUPS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
APPEAL	NATURAL	APPEAL	NATURAL	APPEAL	UNDESIRABLE
	PROGRESSIVE		BASIC		A COMPROMISE
	EXCLUSIVE		ACCESSIBLE		
BENEFITS	SOCIALLY BENEFICIAL	INVESTMENT IN THE FUTURE	CERTIFICATION	BENEFITS	SOCIALLY BENEFICIAL
	ENVIRONMENTALLY BENEFICIAL		SOCIALLY BENEFICIAL		ENVIRONMENTALLY BENEFICIAL
			ENVIRONMENTALLY BENEFICIAL		FOR OTHERS
CONFUSION	DESIRABLE	SUPPORTING CONSUMERS	PROVIDING INFORMATION	INACCESSIBLE	CONFUSING
	UNDESIRABLE		MAKING IT APPEALING		NOT UNDERSTOOD
			MAKING IT CONVENIENT		NOT VISIBLE
			MAKING IT AFFORDABLE		HIGH END

Table 5:55 Comparative Analysis: Framing Clothing Attributes

Analysis of the framing of clothing attributes provides evidence that consumers require support from retailers to develop understanding of the broader matters of sustainability. Findings also and confirm the role of the retailer in improving visibility and accessibility to ethical clothing products in store. While the retailers claim that they recognise their role in supporting the consumer by providing information, this was not evident at the time of preliminary in-store observations or focus group data collection. Participants were very clear in their view that retailers were not in fact making access to these garments convenient, appealing or affordable.

5.5.2.2 Framing Consumer Behaviour

The media were clear in their message that participation in ethical consumption requires consumer participation in an active process of knowledge seeking and informed decision making. On the contrary, participants were found to have developed their awareness via a process of incidental learning in domestic and routine practices, i.e. in everyday settings

and without a conscious commitment to a supplementary information search. The theoretical codes of investment are key to understanding the overt difference in perceptions of the mainstream consumer. While the media proposes an investment in the purchase of exclusive ethical product, the retailer emphasises investment in the future through expenditure that supports compliance with social and environmental legislation.

The mainstream participants, with their favour for fast fashion, made it very clear that they were unwilling or unable to invest time or money in the search garments with limited appeal. Discussion exposed that the confused nature of ethical fashion presented in the media and by retailers in their limited presentation of ethical products, compounded the notion of words and concepts being familiar but not understood. Again, attention here is drawn to the espousal of retailer commitment to 'supporting consumers' and the lack of evidence that this actually takes place. Consistent with the findings of Jones et al, (2005), retailer communications emphasised achievement of policy oriented targets for Corporate Social Responsibility (CSR).

5.5.2.3 Framing Retailer Behaviour

In alignment with the expectations of participants and with the focus of many media texts, the analysis of retailer texts found clear expressions of commitment to ethical and environmental practice. The overriding commitment of retailers was expressed in terms of 'COLLABORATION'. This collaboration was a commitment to participation with legislative bodies, NGO's and to supplier partnerships. What was evident in each of the documents that were analysed was the theoretical concept of CHALLENGE. While discussion in this thesis emphasises the challenges faced by mainstream consumer in accessing the ethical fashion market, attention has to be drawn to the challenges also expressed by the retailer.

Phase 1 MEDIA TEXTS		Phase 3 RETAILER TEXTS		Phase 2 FOCUS GROUPS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
LEARNING	ACTIVE KNOWLEDGE SEEKING	SUPPORTING CONSUMERS	PROVIDING INFORMATION	LEARNING	DEVELOPING AWARENESS
	INFORMED DECISION MAKING		MAKING IT APPEALING		INCIDENTAL LEARNING
			MAKING IT CONVENIENT		EVERYDAY SETTINGS
			MAKING IT AFFORDABLE		
INVESTMENT	NATURAL	INVESTMENT IN THE FUTURE	CERTIFICATION	INVESTMENT	PRIORITISING VALUE
	PROGRESSIVE		SOCIALLY BENEFICIAL		PRIORITISING CONVENIENCE
	EXCLUSIVE		ENVIRONMENTALLY BENEFICIAL		
COMMITMENT	SAFEGUARDING ENVIRONMENT			COMMITMENT	TRANSFERRING ATTITUDES
	SAFEGUARDING PRODUCERS		ADJUSTING LIFESTYLE		
CONFUSION	FASHIONABLE		CONFUSION	FAMILIAR	
				NOT UNDERSTOOD	
				A BARRIER	

Table 5:56 Comparative Analysis: Framing Consumer Behaviour

Phase 1 MEDIA TEXTS		Phase 3 RETAILER TEXTS		Phase 2 FOCUS GROUPS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
COMMITMENT	ACKNOWLEDGING	COMMITMENT	IMPROVING COMMUNICATION	COMMITMENT TO SUPPLIERS	COMMITTING TO ETHICAL PRACTICE
	COMMITTING TO ETHICAL PRACTICE		COLLABORATION		AVOIDING ENVIRONMENTAL HARM
			CONSIDERING & ADAPTING BEHAVIOUR		
			INVESTMENT IN THE FUTURE		
SURVEILLANCE	CERTIFYING PRODUCTION PROCESSES	CHALLENGE	COMPLEXITY	KNOWLEDGE	THE ENVIRONMENT
	MONITORING SUPPLY CHAINS		LEARNING		DOMESTIC ACTS OF SHOPPING AND RECYCLING
	AVOIDING ENVIRONMENTAL HARM				
DECEPTION	MANAGING REPUTATION				
	MASQUERADING AS CONSCIENTIOUS				

Table 5:57 Comparative Analysis: Framing Retailer Behaviour

It was clear from the process codes and the selective codes that the broad issues of sustainability are complex for the retailer and the retailer, much like the consumer, is attempting to deal with these complexities. It is interesting to note that within each retailer text, the concept of organisational learning was evident' a suggestion that even for the retailer, many of the issues being faced are new and that the concept of meaning in these

contexts is a ‘work in progress’. While retailer information emphasises ‘sense-making’ on behalf of external stakeholders, active communication with consumers would appear to have been delayed.

5.5.2.4 Consumer Knowledge

It has been established that the availability of appropriate knowledge and information (Thøgersen 2005; Valor 2008) ethical fashion products is crucial in encouraging the mainstream consumer to change her fashion purchase habits. The “knowledge-to-action” gap (Pape et al. 2011; Valor 2008) is presented in this thesis as being maintained by mainstream consumers’ inability to translate the information that is available into changes in fashion consumption behaviours.

Phase 1 MEDIA TEXTS		Phase 3 RETAILER TEXTS		Phase 2 FOCUS GROUPS	
Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes	Theoretical Codes	Selective Codes
LEARNING	ACTIVE KNOWLEDGE SEEKING	COMMITMENT	IMPROVING COMMUNICATION	KNOWLEDGE	THE ENVIRONMENT
	INFORMED DECISION MAKING		REDUCING CYNICISM		DOMESTIC ACTS OF SHOPPING AND RECYCLING
			INCREASING ACCESSIBILITY	CONFUSION	FAMILIAR
		SUPPORTING CONSUMERS	PROVIDING INFORMATION		NOT UNDERSTOOD
			MAKING IT APPEALING		A BARRIER
			MAKING IT CONVENIENT		
			MAKING IT AFFORDABLE		

Table 5:58 Comparative Analysis: Framing Consumer Knowledge

Findings have exposed that the environmental discourse informs the interpretation of ethical fashion for the mainstream consumer. This frame of reference has been developed over time in the acts of domestic and recycling and supermarket shopping. Discussion in section 5:5:2:2 states that the participants were very clear in their preference for incidental learning which is at odds to the media proposition that to be ethical fashion consumption necessitates active engagement with a search for information to support decision making. In presenting this message and in using a set of words that are familiar but not understood. More in depth discussion of consumer knowledge in relation to confusion and consumer learning is reserved for Chapter seven.

5.5.2.5 Summary

Comparative analysis of the frames which emerged from the data collected from media texts, retailer texts and focus group discussion. Discussion in this section has drawn

attention to the similarities and differences of the framing of ethical fashion and provides deeper insight to the complexity of the related communication.

Evidence confirms that there is limited shared meaning of ethical fashion between consumer and their two key providers of information. Discussion raises questions about the views of Hirschmann & Thompson (1997) that the non-advertising components of magazines, and print media have the power to persuade consumers to adopt particular lifestyles. Alongside domestic routines and the supermarket environment, the media has been found to have some significance in shaping the frame of reference by which mainstream consumers interpret the meaning of ethical fashion however, this has not been to positive ends.

The suggestion of a body of literature (Ewan & Ewan, 1982; Miller, 1988; Ogles, 1987; O'Guinn, Faber & Rice, 1985; Schiller, 1989; Hirschmann & Thompson, 1997) that media and marketing communications share a symbiotic relationship i.e. the media provide the potential to enhance consumer understanding of marketing messages and the potential to guide readers in how to be, for example, socially responsible or ethical consumers, has relevance. Findings of this study suggest that while the media did provide some value in exposing the broad issues of ethical fashion, in the absence of visible and accessible retailer led marketing information to support and extend learning and understanding for the mainstream consumer, the media messages created distance between ethical fashion and mainstream audiences.

Findings bring to the surface that the role of the retailer in this dynamic, is the role of sensemaker (Cramer et al., 2004; Leher, 2015); its function is to provide the environment for the development of shared and consistent meaning of ethical fashion products. Cramer et al., (2004) in considering the concept of CSR suggest that the development of a collective frame of reference takes place as sense is made of issues, gradually and over time. This in conjunction with consideration of the Oosterveer and Spaargaren (2012) claim that supermarkets are "central nodes" between retailers and consumers (Lehner, 2015) leads to recognition that product experiences and product cues develop within a frame of reference that is determined by past retail experiences. Adopting this perspective, over time, people and organisations are able to gradually develop a collective frame of reference and are able to share meaning with each other.

6 Presentation and Analysis of Findings Stage 2

6.1 Introduction

Chapter Two presented the literary evidence that the characteristics of sustainable development and the development of its meaning over time (Rotmans, 1998) has led to progressive extension in the vocabulary used to define and describe its related issues (Lele, 1991; Glavic & Lukman, 2007). This renders the myriad disciplinary perspectives of the sustainable development concept, inherently difficult to communicate. Preliminary discussion of the findings of the present study demonstrate this difficulty with respect to discipline of fashion and the fashion retail sector. The inherent, semantic complexity of the sustainability concept in relation to ethical fashion has been shown in the progressive exposure of communication issues in the sections of Chapter Five.

The discussion that follows exposes, in brief, the dilemma of change in the use of the ethical fashion lexicon over time. The work presented is unable to determine whether these findings are indicative of the emergence of stability in the meanings of ethical fashion. The information serves only to illustrate the dynamic lexical environment in which the issues of communicating ethical fashion reside.

6.2 Findings: Stage 2- Phase 1 Analysis: Media Texts

In comparing Figure 6:1 with Figure 6:2 it is noted that frequency in the use of the word 'ethical' to describe fashion garments has reduced. The terms 'eco' and 'sustainability' have risen to become more popular in describing ethical fashion. The word 'recycling' is used more often and it is interesting to note that the word 'upcycling' has emerged and the words 'responsible' and 'planet' have disappeared. It is also interesting to note that within the source articles, despite the active increase in environmental labelling (Gowerek et al., 2012), there was no evidence of reference to laundering or indeed, given the emergence of 'upcycling' to the circular economy; another new phrase for the mainstream consumer to learn.

In chapter 5, the term 'eco' used in relation to fashion had not changed; it was still a prefix used in eco-fashion, eco- looks. Another point worthy of note is the disappearance of the word Fairtrade. While in the period 2006-2008, this word was almost synonymous with organic cotton, in 2012, it had been dropped. These findings are indicative of change in the media presentation of ethical fashion which, based upon the findings of the focus group discussion, serve only to confuse rather than clarify mainstream consumer understanding.

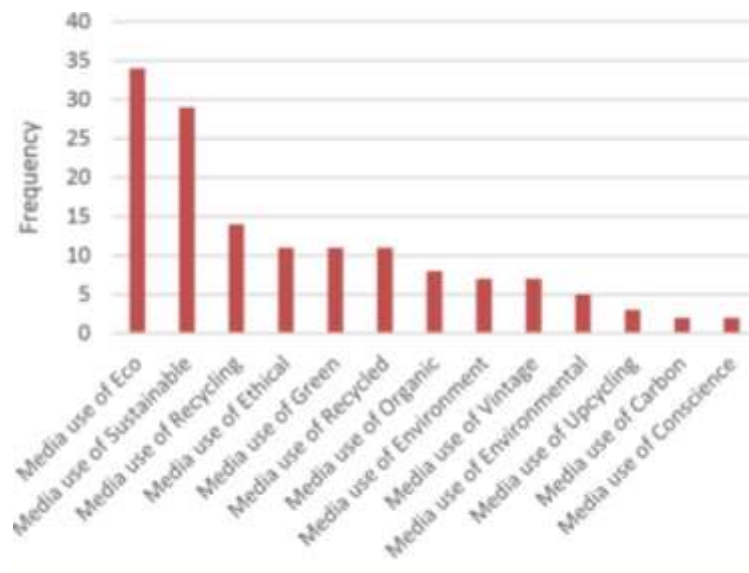


Figure 6:1 Media use of *a-priori* codes 2012

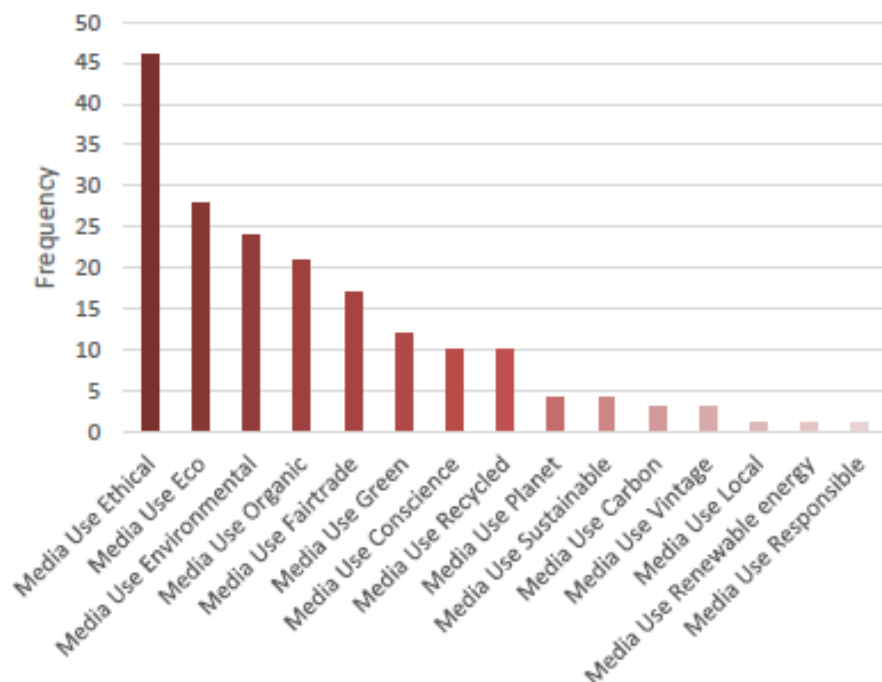


Figure 6:2 Media use of *a-priori* codes 2006-2008

6.3 Findings: Stage 2- Phase 2 Analysis: Retailer Texts Top 20

Table 6:1 below illustrates an equivalent temporal shift in the top twenty words used by the sampled fashion retailers. In reading this Table and Table 6:2, to account for variance in the size of each document and to allow for the fact that Tesco filed only an interim progress report in 2012, it is important to emphasis the percentage weighting of the use

of each word rather than a frequency count.

H&M 2012				M&S 2012			TESCO 2012		
	Word	Count	Weighted (%)	Word	Count	Weighted (%)	Word	Count	Weighted (%)
1	conscious	240	1.24	business	179	2.64	tesco	98	1.17
2	sustainability	213	1.10	plan	160	2.36	customers	81	0.97
3	2012	209	1.08	lesson	121	1.79	year	77	0.92
4	report	151	0.78	case	79	1.17	carbon	68	0.81
5	water	124	0.64	now	60	0.89	people	66	0.79
6	actions	120	0.62	sustainability	47	0.69	stores	62	0.74
7	factories	118	0.61	also	46	0.68	business	60	0.72
8	cotton	117	0.60	team	41	0.61	local	58	0.69
9	suppliers	110	0.57	cost	40	0.59	community	56	0.67
10	use	106	0.55	costs	40	0.59	corporate	55	0.66
11	time	97	0.50	chain	39	0.58	responsibility	51	0.61
12	work	96	0.50	benefits	38	0.56	suppliers	50	0.6
13	commitment	90	0.46	innovation	38	0.56	work	48	0.57
14	action	85	0.44	supply	37	0.55	review	47	0.56
15	com	86	0.44	value	33	0.49	2012	44	0.53
16	started	86	0.44	energy	32	0.47	communities	44	0.53
17	fashion	81	0.42	finance	30	0.44	products	41	0.49
18	also	79	0.41	money	30	0.44	new	40	0.48
19	scale	78	0.40	lessons	28	0.41	group	39	0.47
20	conscious	240	1.24	business	179	2.64	tesco	98	1.17
H&M 2010				M&S 2010			TESCO 2010		
	Word	Count	Weighted (%)	Word	Count	Weighted (%)	Word	Count	Weighted (%)
1	2010	465	1.42	plan	315	1.72	tesco	246	1.35
2	sustainability	267	0.82	performance	191	1.04	year	179	0.98
3	report	264	0.81	2010	182	0.99	customers	138	0.76
4	suppliers	243	0.74	food	180	0.98	people	131	0.72
5	conscious	227	0.69	achieved	164	0.90	products	125	0.69
6	actions	213	0.65	2012	160	0.87	local	122	0.67
7	factories	185	0.57	commitment	153	0.84	suppliers	112	0.61
8	use	181	0.55	summary	137	0.75	carbon	109	0.60
9	cotton	173	0.53	business	126	0.69	also	107	0.59
10	contents	169	0.52	2009	125	0.68	new	108	0.59
11	audit	158	0.48	progress	122	0.67	stores	101	0.55
12	100	154	0.47	aim	117	0.64	2009	94	0.52
13	compliance	145	0.44	new	104	0.57	report	89	0.49
14	workers	134	0.41	waste	103	0.56	community	83	0.46
15	production	130	0.40	products	94	0.51	staff	84	0.46
16	water	132	0.40	report	93	0.51	corporate	82	0.45
17	work	123	0.38	carbon	92	0.50	000	81	0.44
18	working	114	0.35	customers	92	0.50	2010	81	0.44
19	audits	111	0.34	suppliers	90	0.49	emissions	80	0.44
20	coverage	107	0.33	commitments	88	0.48	responsibility	76	0.42

Table 6:1 Comparative Analysis: Top twenty word used by H&M, M&S, Tesco in 2010/2012 CSR Reports

The rise of the word 'sustainability' in the top twenty words of H&M and M&S is consistent with the shift noted in the media texts. While in 2010, M&S were the only retailers to have explicit use of the word 'commitment' in the top twenty, in 2012 the word emerged in the report of H&M. While M&S did not use the word 'commitment' in 2012 as widely as in 2010, there is a clear emphasis instead on the commitment to 'learning'; organisational learning in collaboration with NGO's, legislative bodies and both with and providing learning for supply chain partners and customers.

While the CSR and environmental emphases are still apparent in the framing of retailer texts, H&M are the only retailer in the sample to make wide reference to water usage; both in relation to the requirements for cotton production and in line with consumer recommendations for laundering. Tesco retained its CSR emphasis on people and on developing strong customer and broad community relationships.

6.4 Findings: Stage 2- Phase 2 Analysis: a priori codes

2012 H&M use of			2012 M&S use of			2010 TESCO use of		
Word	Count	Weighted (%)	Word	Count	Weighted (%)	Word	Count	Weighted (%)
sustainability	213	1.10	green	23	0.34	carbon	68	0.81
cotton	117	0.60	environmental	22	0.32	ethical	19	0.23
fashion	81	0.42	sustainable	22	0.32	environment	16	0.19
sustainable	74	0.38	cotton	14	0.21	sustainable	16	0.19
rights	44	0.23	recycled	8	0.12	green	15	0.18
recycled	39	0.20	environment	6	0.09	environmental	6	0.07
organic	30	0.15	eco	5	0.07	cotton	2	0.02
fair	25	0.13	carbon	4	0.06	fair	2	0.02
environmental	24	0.12	fairtrade	3	0.04	trade	2	0.02
ethical	21	0.11	labour	3	0.04	environmentally	2	0.02
trade	15	0.08	fashion	2	0.03	ecological	1	0.01
labour	11	0.06	trade	2	0.03	fairtrade	1	0.01
carbon	11	0.06	planet	2	0.03	labour	1	0.01
environmentally	5	0.03	ethical	1	0.01	conscious	1	0.01
eco	3	0.02	ethically	1	0.01	fashion	0	
green	2	0.01	organic	0		organic	0	
planet	2	0.01	fair	0		rights	0	
fairtrade	0		rights	0		recycled	0	
vintage	0		vintage	0		vintage	0	
			conscience	0		ethically	0	
						planet	0	

2010 H&M use of			2010 M&S use of			2010 TESCO use of		
Word	Count	Weighted (%)	Word	Count	Weighted (%)	Word	Count	Weighted (%)
sustainability	267	0.82	carbon	92	0.50	local	122	0.67
environmental	97	0.30	sustainable	74	0.40	carbon	109	0.60
sustainable	93	0.28	environmental	52	0.28	responsibility	76	0.42
organic	76	0.23	ethical	47	0.26	ethical	25	0.14
responsible	74	0.23	recycled	48	0.26	sustainable	23	0.13
recycled	68	0.21	clothing	36	0.20	recycling	19	0.10
fashion	62	0.19	sustainability	31	0.17	green	15	0.08
responsibility	35	0.11	fairtrade	29	0.16	sustainability	13	0.07
environment	31	0.09	local	22	0.12	fairtrade	10	0.05
local	28	0.09	green	17	0.09	recycled	9	0.05
carbon	22	0.07	environment	13	0.07	renewable	9	0.05
recycle	23	0.07	recycle	11	0.06	responsible	8	0.04
ethical	19	0.06	renewable	11	0.06	locally	3	0.02
recycling	20	0.06	organic	9	0.05	ethically	1	0.01
renewable	20	0.06	responsibility	9	0.05	organic	1	0.01
environmentally	14	0.04	responsible	9	0.05	conscious	1	0.01
eco	10	0.03	fashion	6	0.03	planet	1	0.01
recycle	11	0.03	eco	3	0.02	eco	0	
green	7	0.02	environmentally	1	0.01	vintage	0	
planet	2	0.01	recyclability	2	0.01			
clothing	3	0.01	recyclebank	1	0.01			
fairtrade	1	0.00	renewables	2	0.01			
conscious consumer	0		conscious consumer	0				
vintage	0		planet	0				
			vintage	0				

Table 6:2 Comparative Analysis: a-prior codes by H&M, M&S, Tesco in 2010/2012 CSR Reports

6.5 Findings: Stage 2- Recontextualisation / Theorising Stage 2

In addition to consideration of the debates regarding conceptual representation of sustainable development, the work of Lele (1991) provides insight to recognition and consideration of the semantic complexity of the term. Reflecting the nature of the global debates of the late nineteen eighties, in his examination of the various uses and interpretations of the term 'sustainable development' within the broad sustainability literature the author highlights the problem of the it being used interchangeably with 'ecologically sustainable' or 'environmentally sound development'. By contrast, in his findings he identifies simpler interpretations such as 'sustained growth', 'sustained change' or simply 'successful' development. Lele suggests that interpretational problem though ultimately conceptual, have some semantic roots which he attempts to explain in Figure 2:5.

Some fifteen years later, Glavic & Lukman (2007) in their analysis of sustainability terms and their definitions, illustrate the growth in complexity of the sustainability vocabulary within an estimated twenty year period. To avoid contradiction in its use in the mainstream, in 1991, Lele's work called for a more precise definition of sustainable development, its vocabulary and its conceptual underpinnings.

It is evident that the characteristics of sustainable development make it not only difficult to analyse sustainability, but also to communicate about it. Discussion demonstrates that matters of sustainability will never be addressed from one perspective with respect to discipline, sector or time (Rotmans, 1998). The inherent complexity of the sustainability concept both conceptually and semantically is implicit.

7 Analysis: Theorising Stages 1 & 2

What are the barriers in communicating of ethical fashion to mainstream consumers?

7.1 Introduction

This aim of this study was to develop understanding of how the ethical fashion message is presented via print media and retailer communication and how these messages are interpreted by mainstream consumers. Data analysis served to examine the claims of Berry and McEachern, (2006); Beard, (2008); Thomas (2008); Fisher, et al., (2009); Markulla and Moisander, (2012); Hassan et al., (2013); and Carey and Cervellon, (2014), that in the media and market exposure of ethical fashion, there is not a lack of information but a lack of accessibility due to an excess of complexity and confusion in its presentation. The research began with an examination of the print media framing of ethical fashion.

Chapters 5 and 6 detailed the progressive development of insight to causal explanations for the lack of mainstream consumer engagement with ethical fashion products. The preliminary discussion of the findings expressed in Stages 1 and 2 of the research exposed four core categories in the data which describe the dominant variables, or macro frames, that emerged in the analysis of media texts, retailer texts and focus group discussion. These were clothing attributes, consumer behaviour, retailer behaviour and consumer knowledge.

In analysing the data, Stage 1 Phase 2 confirmed that aside from the concept of message framing, there were also five critical, theoretical constructs at play in the data; consumer knowledge (Johnson and Russo, 1984; Park et al., 1984; Ellen, 1984; Flynn and Goldsmith, 1999; Grosskurth and Rotmans, 2005) consumer learning (Johnson and Russo, 1984; Marsick and Watkins, 2001; Reischmann, 1986) consumer uncertainty (Hassan et al., 2013), product literacy (Kopp, 2011) and involvement (Zhaikowsky, 1984; Andrews et al., 1990; O'Cass, 2004; Naderi, 2013).

The findings analysed and presented in Chapter 5:3 provide the evidence that the mainstream consumer is familiar with the lexicon of ethical fashion and in possession of a related knowledge base which has been learned, incidentally, in a range of informal social contexts. While familiar to mainstream consumers however, the lexicon of ethical fashion was found to be often misunderstood or not understood within the context of ethical clothing. Findings confirm that uncertainty is generated by the mainstream consumers' inability to translate the words used in the communication of ethical fashion in order to interpret the attributes of ethical fashion. This has a negative effect upon ethical product

literacy. These two constructs have an impact upon the mainstream consumer's ability or willingness to become actively involved with ethical fashion products.

In order to facilitate the development of a theoretical model that explains the phenomena of mainstream consumer understanding of ethical fashion, the following discussion synthesises analysis of key findings in relation to the extant literature. Discussion is organised by the core categories that emerged in the data and begins with consideration of Clothing Attributes followed by Consumer Knowledge, Consumer Behaviour and finally Retailer Behaviour.

7.2 Mainstream Consumer Understanding of Ethical Clothing Attributes:

Ethical fashion has benefits but is inaccessible and lacks appeal.

In generating the theoretical codes for the definitions exercise (Chapter 5:3), it was shown that participants related some aspects of the message presented in the media. Participants recognised that ethical fashion had 'BENEFITS', both social and environmental, yet these benefits were perceived to be 'FOR OTHERS'. The theoretical code 'INACCESSIBLE' emerged twice in Phase 2, once as an outcome of the analysis of the definitions and again in analysis of the open focus group discussion. Analysis of the data generated by both focus group exercises exposed that the *a-priori* codes are rarely associated with clothing and so rendered the information inaccessible. This was confirmed by the low incidence of clothing related selective codes in the word definitions exercise. Initially, inaccessibility was expressed as ethical clothing being perceived as 'HIGH END' and also as a result of not being able to relate to the words, the clothing was perceived as 'CONFUSING'. The dimensions of this theoretical code were extended in the analysis of transcripts where it emerged that ethical fashion for the mainstream consumer was found to also be 'INACCESSIBLE' due to it 'NOT BEING VISIBLE' in the retail setting. Limitations in translating the words used to describe ethical fashion determined that it was 'NOT BEING UNDERSTOOD'. Participants suggested that for these reasons and due to perceptions of high price and, in comparison to the fast fashion options, low product value, ethical clothing was 'UNDESIRABLE', lacked fashion 'APPEAL' and was considered a 'COMPROMISE' in terms of clothing choice. Discussion that follows will consider, in turn, each theoretical dimension of the core category of Clothing Attributes.

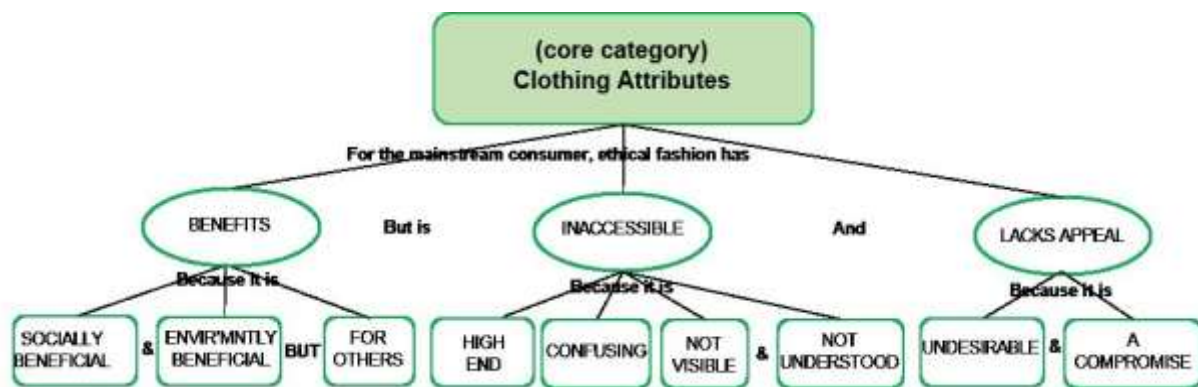


Figure 7:1 Dimensions of Mainstream Consumer Understanding: Clothing Attributes

7.2.1 Benefits

The findings of this study are consistent with those of Thomas (2008), Markulla & Moisander (2012), Hassan et al., (2013) and Carey and Cervillon (2014). It has been shown that the mainstream consumer has difficulty translating and understand the terminology of ethical fashion. The selective codes generated by the word definition exercise demonstrate that while the words are familiar in other domestic contexts (section 5:3:2:3), the meaning of the words ethical, environmental, sustainable, eco, organic, Fairtrade, green and recycled are not easily understood in relation to the attributes of ethical fashion. There is however evidence that participants did understand the words in the broader fashion context; that is, they were able to relate the words to their social and environmental expectations of retailers. The broad concept of sustainable behaviour was understood and understanding was found to have been developed through the media as well as domestic and social practices (section 5:3:7:4). The mainstream consumer recognised the benefits of ethical fashion however, the BENEFITS were perceived to be FOR OTHERS; for workers in the fashion supply chain or for those who had greater disposable income and were able to afford ethical fashion products.

This finding indicates that the media representation of ethical fashion as a 'HIGHEND', desirable product was limited in its relevance to the mainstream consumer. As proposed by Petty & Cacioppo (1979) and Stanforth and Hauck (2010), in terms of persuasion, the more personally relevant a message, the more positive the framing effect of that message. The persuasion literature indicates that framing effects tend to be stronger when personal relevance is high (Eagly and Chaiken, 1993; Petty and Wegener, 1999). Findings provide evidence that the concept of personal relevance provides some explanation for the limitations of mainstream print media or retailer communication to activate or modify (Scheufle, 2004) the existing schema of the participants or to alter pre-existing attitudes towards their choice of clothing.

As suggested previously (Chapter 5:5), media framing and retailer framing did appear to have been successful in their *formation effect*. While evidence suggests that print media was successful in establishing negative rather than positive perceptions of ethical fashion attributes, it is clear that exposure to some of these messages had a modifying effect on their understanding of the wider benefits of ethical and environmental clothing production. Given the nature of the retailer focussed messages of the time, in the press and on television (e.g. Blood, Sweat and T-Shirts) it is likely that the more 'informative' negative news was instrumental in the development of this knowledge (Folkes and Kamins 1999 cited in Valor, 2008).

It was also found here that despite participant exposure to negative media stories, there was evidence of involvement bias or cognitive ambivalence (Carrigan and Attalla, 2001; Valor, 2007) as they showed clear resistance to negative media information about preferred brands such as New Look and Primark. The claim made by participants (section 5:3:5:3) was that the barrier formed by the complexity of the ethical fashion message was likely to keep them in a place of '*denial*' and faithful to the simplicity, convenience and choice offered by the fast fashion market. It is possible that this cognitive bias was also responsible for consistency in the expected and espoused macro frame of 'Retailer Behaviour' (section 7:5).

While perceptions of price and perceived market level were instrumental in the assumption that ethical clothing was 'for others', so too was the concept of self-efficacy. Consistent with the findings of several studies (Shaw and Clarke 1999; Carrigan and Attalla 2001; Shaw and Shiu 2003) perceptions of low self-efficacy were exposed by expressions of the feeling that their efforts and purchase would be too minimal to positively effect change in the fashion system (section 5:3:6:3). Commitment to suppliers in the core category of Retailer Behaviour was an implicit expectation of participants. However, despite watching and being affected by the TV expose of Primark's unethical business practices, two participants alluded to the continuation of their purchase of fast fashion goods, so as not to harm suppliers by cutting off their income. Exposure to negative retailer news clearly led to a state of cognitive dissonance (section 5:3:6:1), this wasn't powerful enough however to change an implicit abdication of responsibility for ethical fashion purchase to 'others' who found the products more appealing and those who could better afford it (Table 5:21). As found by Ritch et al., (2011), rationalisation was applied to appease their behaviour. It was evident that wilful ignorance (Ehrich and Irwin, 2005) and avoidance were employed to avoid yet further complexity in the decision making process.

7.2.2 Appeal

Analysis of focus group discussion exposed the micro frames of the mainstream consumer who perceived ethical clothing to be distinctly unappealing, undesirable and a compromise. The reasons stated for the lack of appeal and desirability replicate the findings of Butler and Francis, (1997); Dickson, (1999); Iwanow, et al., (2005); Joergens, (2006) and Shaw et al., (2006) in terms of garment quality, size and fit, and in terms price, personal budget and the limitation of risk . As found by Butler and Francis, (1997); Kim and Damhorst, (1998); Dickson, (1999), (2000); Iwanow et al., (2005); Joergens, (2006); Ruddell, (2006); Fisher et al., (2009) findings also confirm that the ethical credentials of a garment were considered to be an 'add-on', or added value rather than the central deciding factor for the purchase. The findings provide new insights in exposing the evidence of and possible reasons for complexity (Hassan et al., 2013) in the information processing of the mainstream fashion consumer. As discussed above, in terms of appeal, findings suggest that mainstream participants were more receptive to negative frames of media information (Folkes and Kamins, 1999) such as the suggestion of complexity, compromise and the lack of desirable qualities of ethical clothing through '*geography teacher*' (Portas, 2008) and '*sludgy*' (Pool, 2008) connotations. Despite the fact that these references were made in relation to how ethical fashion had been in the past, it would appear that superficial engagement due to low personal relevance and the lack of motivation to undertake 'active knowledge seeking' meant that participant associations with craft, cotton, hemp and ethnic styling maintained the set of assumptions that ethical clothing was hippy styled, boring and bland (Table 5:22). This finding was in stark contrast to the predominant association made with the term ecofashion (also Table 5:22) and the assumed definitions of media descriptor eco-chic, which had been associated with classy, designer clothing and fashionable looks (Table 5:35), discussion however, exposed that the word 'chic' had been instrumental in the translation of the eco-chic term, evidence of the power of lexical frames (Fillmore, 1976).

7.2.3 Inaccessible

Findings confirm that while words are not frames, they are an essential component in activating the desired frames of communication **for**, **of** or **about** ethical fashion (Fillmore, 1976; Entman, 1993). Elements of the lexical inaccessibility of ethical fashion for the mainstream consumer has been discussed above. Discussion that follows emphasises consideration of the selective code NOT VISIBLE and the implications of visibility for mainstream consumer access to ethical clothing.

Discussion in section 5:3:6:2 suggests that in the absence of visible and clear retailer communication of ethical fashion, it is easy for the mainstream consumer to detach and emotionally distance herself from ethical clothing products. Through confirmation of their purchase of items such as free-range eggs and Fairtrade coffee, there was evidence of a predisposition to involvement with ethical products. However, convenience was a critical factor in influencing behaviour; access to ethical food products had been made very convenient in the supermarket environment. Participants confirmed that in supermarket browsing and 'reading the back' of products as they considered alternative product options, they became informed and pre-disposed to making the pro-ethical or pro-environmental choice. Section 5:3:6:3 provides insight to the fact that despite evidence of cynicism in terms of the possibilities of 'greenwash', visible and informative in-store promotion was central to their learning about and engagement with more sustainable product options.

As stated in the introduction to this section, an extensive body of academic research highlights the claim of consumers that a lack of information is a reason for not making an ethical product choice. The findings of the present study, while confirming this, also highlights the effects of invisible communication (Finne and Strandvik, 2012) i.e. the implications of messages sent when no communication about products takes place within the retail environment but an unintentional message about are still received through the absence of communication (Gronroos, 2002). Through the absence of instore information, participants were found to assume that, unlike other ethical products, ethical fashion was not mainstream. It was assumed that it would, like Fairtrade become mainstream over time, when the information about it became visible and experienced in much the same way as 'reading the back' had led to the eventual purchase of Fairtrade and organic produce. Gronroos (2002) proposes that the absence of communication sends messages too, and therefore contributes to the communication process as a whole; a process, where the receiver should not be seen as a passive receiving object, but as an active participant in the creation of meaning based upon personal experience.

7.2.4 Summary

This research has exposed and analysed the imprecision in the terminology of ethical fashion and made visible the nature and implications of a lack of standardisation in the language and phraseology used to define ethical fashion (Thomas, 2008:528; Beard, 2008). In so doing, the findings discussed in this section of Chapter 7 have exposed the detail and implications for mainstream consumer understanding of the discursive confusion explored by Markulla and Moisander, (2011) and contributed to the development of greater

understanding of the confusion surrounding the terms associated with ethical fashion (Carey and Cervillon, 2014)

The lexical framing for the mainstream consumer is 'the environment', it is evident in the findings that lexical framing contributes to the comprehension of sentences and larger pieces of text. In characterising the language system for ethical fashion it is evident that retailers should develop awareness of the available cognitive and interactional frames by which the mainstream consumer will interpret the fashion retail environment in order to develop and accumulate understanding of ethical fashion (Fillmore, 1976).

Findings provide insight to the negative effect of an emphasis on media communication and an absence of retailer communication on the resolution of consumer uncertainty (Hassan et al, 2013) and the development of product literacy (Kopp, 2011). Hassan et al (2013) recognise that consumer uncertainty is common within the context of ethical clothing consumption. The findings presented in this section develop rich insight into how this uncertainty manifests in relation of exposure to lexical ambiguity and complexity and to the absence of visible and convenient means of communication. However, while in the highly motivated ethical consumer, uncertainty may lead to the active search for further information (Hassan., et al, 2013) , this is not the case with the mainstream consumer who was found only to use information that was convenient, observed 'in passing' or in active engagement with routine and habitual domestic practices (McNaughten and Jacobs 1997; Hobson, 2003).

As proposed by Valor (2008), the reliance upon mass media communication of ethical fashion appears to have contributed to the mainstream consumers' perceptions of limited self-efficacy in terms of their ability to contribute to change in the fashion system. While there is evidence of the media's positive effect in developing knowledge and expectations of sustainable retailer behaviour there is greater evidence of the media's tendency to limit product literacy through the words used to describe it and through its presentation of ethical fashion as progressive and exclusive.

Consumers failed to see the personal relevance of ethical fashion communications and so were found to lack an associational frame of reference for clothing. Participants confirmed that they have learned these words through their use in labelling or describing functions on ethical product labels and in point of sale material. The absence of such material in the retail clothing environment compounded the struggle to confirm the meaning of these words in a clothing context.

7.2.5 Model of Mainstream Understanding: Clothing Attributes

In modelling mainstream understanding of ethical fashion, barriers to understanding clothing attributes can be summarised under the heading of 'Perceptions of Accessibility'. Figure 7:2 illustrates that the perception that ethical clothing is not available in mainstream markets is supported by print media framing of ethical fashion products. This is 'confirmed' by retailers in the absence of communication to the contrary and compounded by the confusion that arises from the associated lexical frames. These barriers to mainstream consumer understanding lead to an assumption that ethical fashion has no personal relevance and is 'for others'.

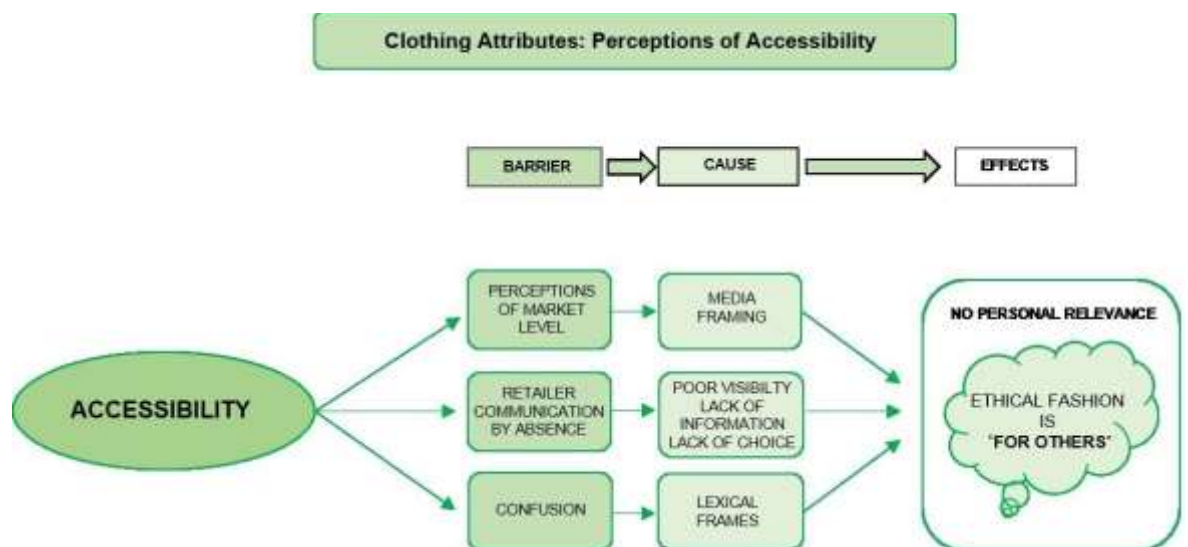


Figure 7:2 Clothing Attributes: Perceptions of Accessibility

7.3 Mainstream Consumer Knowledge

Is informed by the environment and domestic activities of shopping and recycling

There is confusion because the words used in a fashion context are familiar but not understood and so form a barrier

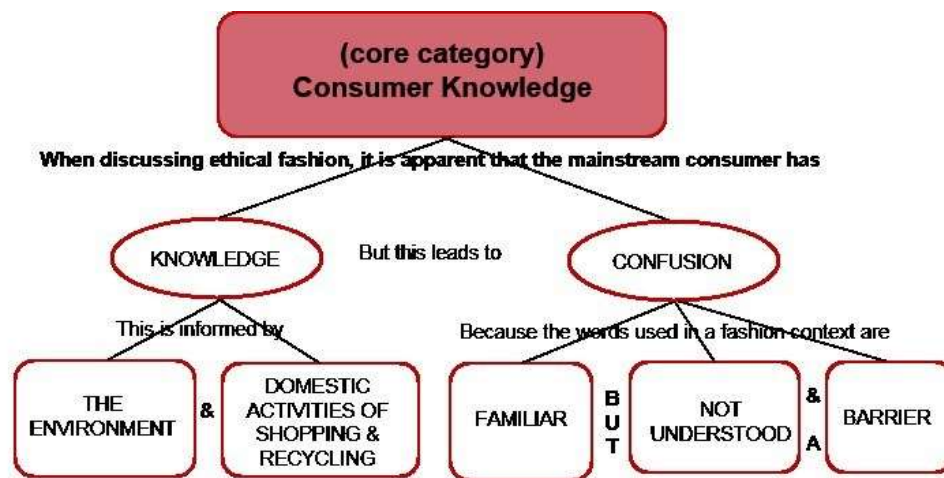


Figure 7:3 Dimensions of Mainstream Consumer Understanding: Consumer Knowledge

The associations with ‘Consumer Knowledge’ shown in section 5:3:5 suggest that limited association of the *a-priori* codes with fashion products exposed a dichotomy in consumer knowledge and understanding. As discussed in the previous section, while the participants are aware of ethical fashion concept and the words presented are familiar to them, these words are not all freely associated with clothing. The concept of ‘CONFUSION’ emerged with specific reference to particular codes; particularly the media descriptors ‘Eco-Chic’ and ‘Eco-Fashion’ and the prefix ‘eco’. The confirmation in the analysis of the core category of ‘CONSUMER KNOWLEDGE’ exposed further evidence of difficulty in interpreting the *a-priori* codes in relation to clothing attributes. The low incidence of clothing related selective codes supported the finding of the word association exercise; the words and phrases in the *a-priori* list were more often associated with consumer behaviour, generic products and emphasised reference to matters of the environment. It appeared that the words used within fashion contexts led to a high level of consumer uncertainty as words were indeed ‘FAMILIAR BUT NOT UNDERSTOOD’ with evidence that they presented a ‘BARRIER’ to mainstream consumer involvement with the ethical fashion market.

Discussion of the dimensions of theoretical code ‘Knowledge’ was implicit within section 7:2, therefore the discussion that follows emphasises the theoretical code of ‘Confusion’.

7.3.1 Confusion

Chapter 5 provides evidence that the information deficit approach, promoted by the Marrakesh Accords (UN DESA, 2008; UNEP, 2008), was adopted by the UK fashion retail

sector. Data presented in this thesis provides insight to the inherent limitations of the hopes for the UN's 10YFP Consumer Information Programme (Akenji and Bengtsson, 2014). Findings suggests that it is a flawed assumption that the media or retailers are able to provide *accurate* information that will increase awareness, change attitudes and lead to proenvironmental or pro-ethical behaviour in mainstream consumer audiences (Pape, 2011)

A significant drawback in the communication strategies employed to date by both the media and by retailers would appear to be the tendency to simply adopt a generic vocabulary and provide information, without consideration of the individual and social factors that mediate the reception and response of consumers to the ethical fashion message. Evidence suggests that this lack of consideration has kept the mainstream consumer in a place of confusion and uncertainty, limited the development of product literacy and presented a barrier to information or product involvement (Zhaikowsky, 1985, O'Cass, 2004). It was found that the over-riding frame of reference being utilised by the mainstream consumer in their interpretation of the words used to present ethical fashion is 'the environment'. Through exposure to and engagement with environmentally related domestic routines and through exposure to the concepts of Fairtrade and organic food production, the participants had a frame of reference and a 'word bank' which they used in defining and interpreting the a-priori codes. Use of this 'word bank' confirmed that the words used in the communication of ethical fashion were familiar; they were known, had been seen and been learned, but not within the context of clothing.

This study proposes that in understanding the nature of the knowledge to action gap the concept of familiarity as an antecedent to behaviour is critical. It is the behavioural component of knowledge. It is said to consist of two components - depth and breadth – and is suggested by Zaichowsky (1984) to be the result of mere consumer activity with a product.

In their development of the familiarity construct, Johnson and Russo, (1984) proposed three outcomes

1. Highly familiar consumers will be more likely to know specific facts about alternatives in product class which can decrease search for alternative
2. More familiar consumers are more likely to develop knowledge about plausible relationships among elements of a product class and possess ability to encode new information which could increase search and learning about new alternatives
3. Familiar consumers can use their knowledge to limit their attention to information which is important to their choice and ignore other information.

The findings suggest that the participants high level of personal relevance and familiarity with both the value centric language and the products of fast fashion market , led them to ignore information about the ethical fashion options. Discussion inferred that their knowledge of specific facts (price, value, appeal, accessibility) about fast fashion alternatives decreased opportunity for the consideration and search for ethical alternatives. The fact that the participants had, through their shopping experiences over time, developed knowledge about plausible relationships between the attributes of, for example, Fairtrade coffee and standard brands of coffee, they had learned how to encode, what was once, new information which appears to have led to active search and learning about new alternatives, in the supermarket setting.

The Johnson & Russo (1984) proposition that two opposing factors describe the relationship between learning and information acquisition, are useful in explaining these findings: (1) the enrichment hypothesis suggests that existing knowledge facilitates the learning of new information and (2) the second hypothesis suggests that consumers who are highly familiar with a product-class may search less for product information than those who are only moderately familiar. Discussion in the previous paragraph suggests that the high familiarity with fast fashion as a clothing product class led to a lack of interest in any information related to ethical alternatives.

In considering Johnson & Russo's (1984) hypothesis (2), it would appear that a combination of high familiarity with fast fashion, low personal relevance of the media messages and low familiarity with the lexical frames within fashion contexts had an influence upon the judgements made that ethical fashion was not convenient, was expensive, was exclusive and 'for others'. In mediating familiarity effects two 'tasks' come into play in the consumer decision making process (Johnson & Russo,1984),

1. **choice** task: choosing one alternative from a set and
2. **judgement** tasks: constructing an overall evaluation of alternatives

It is in the context of 'judgement tasks' that this study suggests that the retail environment is critical in developing familiarity and overall evaluation of new product alternatives. Theory suggests (Ellen, 1994) that consumers with a higher degree of familiarity or product knowledge are more likely to use intrinsic (i.e., physical product) cues to make product assessments and support product choice, whereas those with lesser knowledge rely upon extrinsic cues (attributes not related to the physical product) for example, price. This has been illustrated in Figure 7:9.

It is evident in the data that, due to an absence of instore promotion and explicit retailer led communication, the mainstream consumer is only able to judge ethical clothing by its extrinsic product cues, those interpreted in exposure to media messages. In the presence of only subjective knowledge (what they think they know) rather than objective knowledge (accurate information about ethical fashion) (Park et al., 1992; Ellen, 1994) they remain aware of ethical fashion but uninformed and, evidence suggests, are prone to use this as an excuse for not acting accordingly, rationalising their cognitive dissonance and able to refer the benefits of the market to others (Ellen, 1994).

However, returning to the Johnson & Russ (1984) enrichment hypothesis, evidence in the data suggests that existing knowledge of the environmental discourse did facilitate familiarity of the ethical fashion words but did not facilitate the motivation to learn more objective information about ethical fashion. The concept of convenience and the fact that learning about the environment had taken place in the routines of domestic life suggests that the optimal form of knowledge development and familiarity is through experiential consumer learning (Flynn and Goldsmith, 1999) over time. Previous research has suggested that personal experiences with products may also lead to an increase in the personal relevance of information (Nisbett and Ross 1980). The data confirms that the meanings of Fairtrade and organic were found to be less ambiguous due to repeated exposure and experience of the products which, overtime led them to be understood and judged not only on their extrinsic product cues but on their intrinsic product qualities. Fazio and Zanna (1981), support the notion that product experiences are perceived as valid cues in making product related judgments.

7.3.2 Summary

Consistent with the propositions of Pape (2011), and Valor, (2008), a significant drawback in the communication strategies employed by both the media and high street retailers would appear to be the tendency to simply provide information without consideration of the individual and social factors that mediate the reception and response to it. This has been found, in this study, to limit the ability or the opportunity for mainstream consumer to act upon it. The word association exercise (Appendix 5:5:1) established that the words environmental, Fairtrade, organic and recycled elicited the most vivid and accurate participant definitions and associated descriptions. Participants confirmed (sections 5:3:7 and 5:3:8) that this was due to the fact that these words had been visible and related to everyday products and practices for a considerable amount of time. Understanding of these words and related concepts had been developed over a number of years. It was also suggested that Fairtrade and organic products had remained 'peripheral' for mainstream

consumers, 'just sort of there' (section 5:3:8) until it became understood why these products might be a better conventional (as well as ethical) choice. Aligned with the findings of Carey and Cervellon, (2014) analysis confirmed that despite active engagement with proenvironmental behaviours in domestic routines, the Berry and McEachern, (2005) suggestion that these pre-existing concerns and behaviours would be transferred into different areas of life was not wholly upheld. There is evidence here that the ethical augmentation (Crane, 2001) of these products, as well as the products themselves, became attractive over time. Evidence of a preference of the mainstream consumer for experiential learning (Fazio and Zanna, 1981) as these product choices were only considered after a period of repeated exposure to product information, consumer familiarisation at the point of purchase, and after mainstream consumers' environmental values had been developed through participation with pro-environmental habits such as recycling.

Aligned to the findings of Bezencon and Blili (2010), participants confirmed a predisposition to 'connectivity' (Alexander & Nicolls, 2006) between consumer and producer in the purchase of Fairtrade and organic products. This demonstrates their receptiveness to choose between an ethical product and its conventional counterpart. As proposed by Bezencon and Blili (2010), it is useful to differentiate between the two variables, the product and its ethical or environmental augmentation. There is suggestion in the findings that the ethical augmentation (Crane, 2001) of Fairtrade and environmentally friendly products, as well as the nature of the products themselves, was attractive to participants, an indication that receptivity to the product choice was, to some extent, influenced by the mainstream consumers' pro-environmental domestic values and domestic habits.

7.3.3 Model of Mainstream Understanding: Consumer Knowledge

In modelling mainstream consumer understanding of ethical fashion, through analysis of the core category of Consumer Knowledge, it is proposed that the construct of 'familiarity' is critical to the development of insight to the knowledge-to-action gap.

Figure 7:4 illustrates that objective knowledge of the fast fashion market leads to high product familiarity and the judgement that fast fashion products are the best alternative for the mainstream consumer. Fast fashion product knowledge has been developed over time through high levels of situational involvement, which results in high product literacy and an enduring preference for fast fashion clothing. This results in no change in shopping behaviours (signified by the pink bag).

Lexical frames maintain the subjective knowledge of ethical fashion. The words used to present ethical fashion remain familiar but not understood. This leads to low situational involvement with information about ethical fashion that is seen which in turn leads

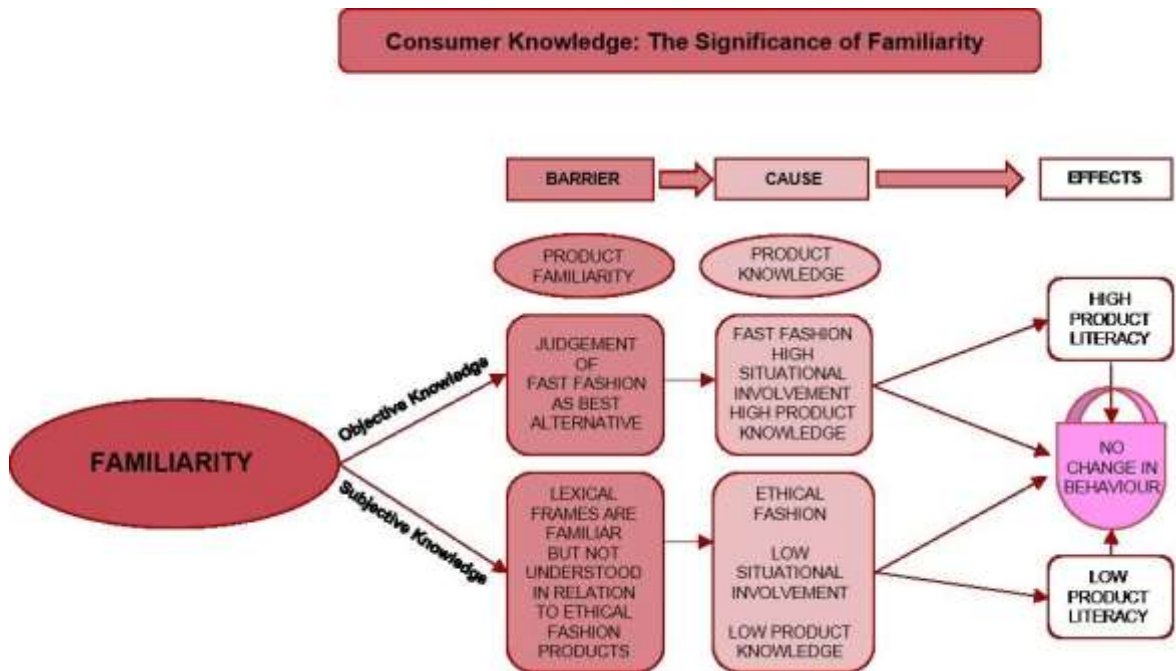


Figure 7:4 Consumer Knowledge: The Significance of Familiarity

to low levels of product knowledge. This inhibits the development of product literacy and change to fast fashion behaviours or entry to the 'pink bag'.

7.4 Mainstream Consumer Behaviour for Ethical Fashion

Ethical consumer behaviour for the mainstream consumer requires learning, commitment and investment

The findings of the word association exercise and, in particular, the process codes presented in Table 5:31 suggested that participants were very clear about the nature of consumer behaviour required for participation with ethical fashion products. This level of clarity re-emerged in the analysis of the definitions and is evidenced in the high incidence of blue colour coding across the *a-priori* codes and in the nature of the process codes. While in the previous sections, this behaviour was deemed to be the behaviour of 'others', again, this was not explicit in the analysis of definitions. As shown in Table 5:9:2 in Appendix 5:9, the findings of selective coding can be summarised in the theoretical code of 'LEARNING' which it was suggested, is required if a consumer is to consider the impact of their behaviour and to shop with care.

Analysis of focus group discussion, showed that the mainstream consumer was 'AWARE' of a broad set of sustainability related issues, which had relevance within the context of clothing. This 'AWARENESS' enabled them to recognise the complexity of the issues and

while this was understood and did not impede how they engaged with, for example, the purchase of food or local council supported domestic recycling and waste reducing actions, due to a perception of limitations in convenience, this did not enable engagement with ethical clothing. The findings of the definitions exercise had demonstrated that the mainstream consumer was aware that involvement with ethical fashion required a process of 'INFORMED DECISION MAKING' which for participants meant 'CONSIDERING THE ENVIRONMENTAL IMPACT OF BEHAVIOURS' and 'SHOPPING WITH CARE'. However, discussion suggested that informed decision making was again for 'others' as it emerged that mainstream consumers learn about issues of sustainability via incidental means rather than a proactive search for information. Much of this 'INCIDENTAL LEARNING' is found to be superficial but accumulated in the process of carrying out 'DOMESTIC ROUTINES'. Findings exposed that the mainstream consumer recognised the need for 'COMMITMENT' in considering the purchase of ethical clothing. Commitment however required the 'TRANSFERRING [of] ATTITUDES' expressed and acted upon within the everyday practice of 'DOMESTIC ROUTINES' to the purchase of clothing; this was difficult given the emphasis placed upon 'SELF INTEREST' regarding convenience, expenditure and the avoidance of a complex decision making process which included the avoidance of fashion and clothing related risks' considered in section 5:3:5.

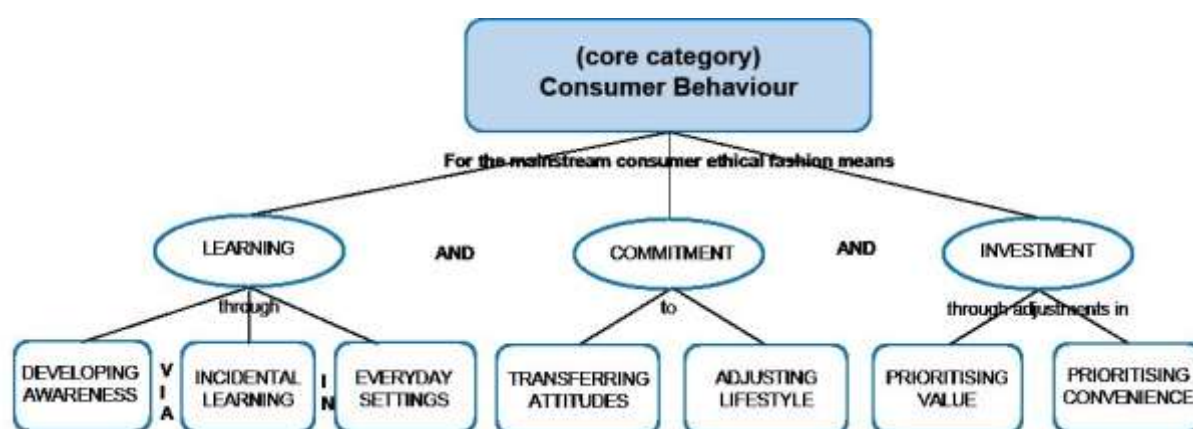


Figure 7:5 Dimensions of Mainstream Consumer Understanding: Consumer Behaviour

Discussion of the dimensions of theoretical codes 'Commitment' and 'Investment' were implicit within sections 7:2 and 7:3, therefore the discussion that follows emphasises the theoretical code of 'Learning'.

7.4.1 Learning

Consistent with an extensive body of literature (Macnaghten and Jacobs, 1997; Hobson, 2001, 2003; Jackson, 2005; Valor, 2008; Beard, 2008; Thomas, 2008; Markulla and Moisander, 2011; Carey and Cervillion, 2014) the findings of this study have established

that the development of objective consumption knowledge about ethical fashion is constrained by the nature and the complexity of available information and shaped by the personal frames of reference and individual and social learning processes. It has been confirmed that consumer learning is critical for the mainstreaming of ethical fashion (Buenstorf and Cordes, 2008). Discussion in relation to the development, over time, of mainstream consumer involvement with Fairtrade and organic produce provides evidence that mainstream consumption of sustainable products can develop via a process of social learning (via mass media, informal discussion with family and friends) and engagement with social practice (domestic routines of recycling and supermarket shopping). While this finding does not suggest that involvement with ethical products will be enduring (Petty and Cacciopo, 1981) it is an indication that the mainstream consumer is pre-disposed to ethical consumer behaviours and, more importantly, suggests that the theoretical lenses of social learning theory and social practice theory (packaged by Buenstorf and Cordes, 2008 as a learning theory of consumption- LTC) has value in analysing the evidence of how the mainstream consumer learns or does not learn about ethical fashion.

Discussion in section 7:3 proposed that experiential learning is critical to the development of mainstream consumer understanding of ethical fashion, however, it is evident in the findings that these experiential learning opportunities occur in an unplanned manner and that anything learned generally remains tacit. Analysis has exposed how mainstream consumer attitudes to ethical fashion have been shaped by both exposure and no exposure to the ethical fashion message and how her social environment informs this; domestic and work related routines and informal interactions with family and friends. The evidence suggests that experiential learning is supported by a process of incidental learning (Marsick and Watkins, 2001) or 'learning en passant' (Reischmann, 1986).

Learning 'en passant' is characterised by a) short learning situations, b) situations where less than half of the person's total motivation is on learning, c) contents that are not 'clear' in the sense that the learner knows in advance what and how to use it or whether it will produce some lasting changes in behaviour. In addition Marsick and Watkins, (2001) propose that when people learn incidentally, their learning may be taken for granted, tacit, or unconscious. However, Barth et al (2007) suggest that despite any previous intention of learning it is possible that after the experience, the individual becomes aware that some learning has taken place; it may have been unintentional but it can become conscious. A reason perhaps for the selective codes of 'familiar but not understood' given participant involvement with, for example, eco-friendly products.

7.4.2 Summary

Incidental learning is always 'life-integrated' (Reischmann, 1986). Clearly, this type of learning is not formal but it is highly individualised; it can happen, or not happen and different people will learn different things from the same situation. It is not possible for this type of learning to be planned for in advance and so it can only be identified by looking back. For participants, it would appear that this form of consumer learning, integrated into domestic and routine activities, is meaningful enough. In many aspects of daily life, it would appear that incidental learning is convenient, it is successful without much effort. There is evidence that the incidental learning of the participants took place naturally, 'en passant' during informal interactions with people, media, domestic activities and, in the main, supermarkets. However, as indicated in the data, these informal situations can be used as a basis for further learning and they can be a starting point for intentional learning. This finding is indicative of Krugman's (1965) concept of bridging experiences, connections, or personal references which corresponds well with a consumer's cognitive elaboration of incidentally encountered information (Anderson and Reder 1979; Craik and Tulving 1975) such as that encountered via print media.

7.5 Model of Mainstream Understanding: Consumer Behaviour

In modelling mainstream consumer understanding of ethical fashion, the academic, policy and retail communities must consider the relevance of consumer learning to consumer behaviour. The mainstream consumer has a preference for learning 'en passant'. The lack of motivation to proactively develop knowledge of ethical fashion through the search for further information presents a barrier to the development of mainstream consumer understanding. This emphasis upon convenience and incidental learning via domestic routines and habits, maintains the mainstream consumer's subjective knowledge base.

It should also be noted that learning 'en passant' also provides an opportunity for cognitive elaboration of their subjective knowledge base through experiential learning in-store. However, because it appears that there are no visible means of learning in the retail environment, there is no opportunity for the mainstream consumer to learn about ethical fashion over time.

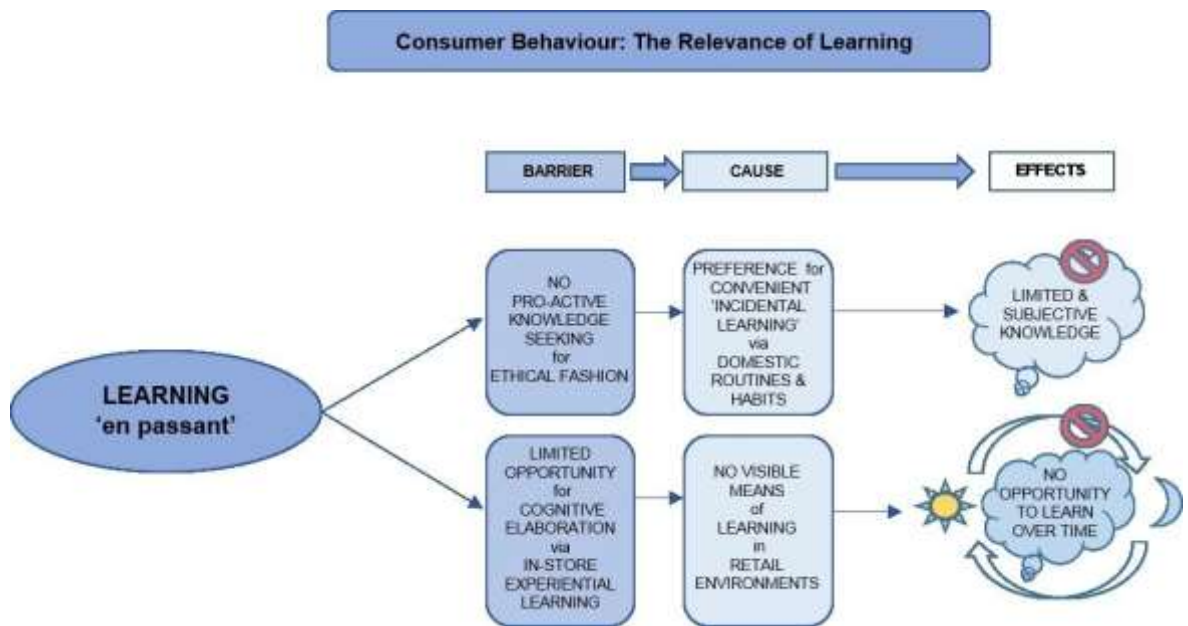


Figure 7:6 Consumer Behaviour: The Relevance of Learning

7.6 Retailer Behaviour

Improving communication to reduce cynicism and increase accessibility

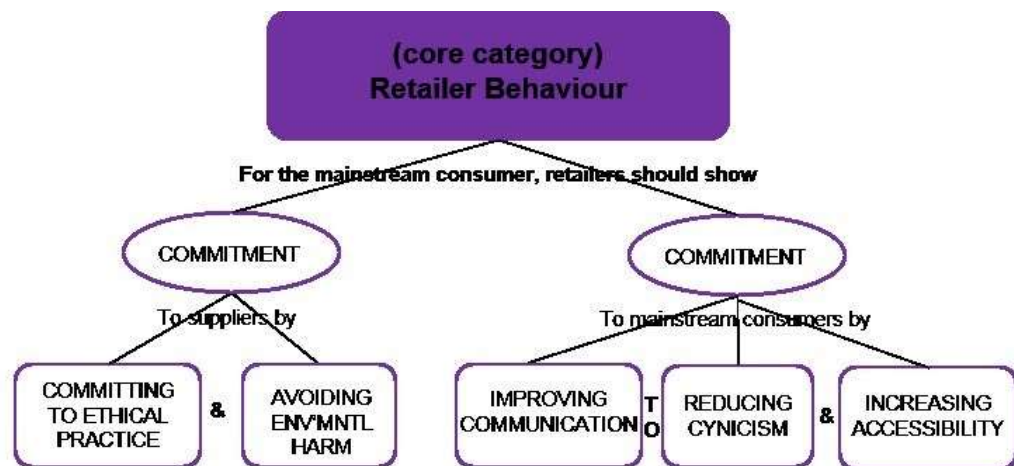


Figure 7:7 Dimensions of Mainstream Consumer Understanding: Retailer Behaviour

Findings have revealed that the mainstream consumer expected retailers to behave with 'COMMITMENT' when offering ethical fashion. In the early stage of elaborating this category, commitment on the part of retailers was recognised as that made to suppliers in

'COMMITTING TO ETHICAL PRACTICE' and retailer commitment to 'AVOIDING ENVIRONMENTAL HARM'. However, in considering the participant's perceptions of complexity in information about ethical fashion and their lack of engagement with ethical

fashion, the theoretical code of COMMITMENT was extended to address the evidence of an expectation of commitment to consumers in 'IMPROVING COMMUNICATION' in order to 'REDUCE CYNICISM' and 'INCREASE ACCESSIBILITY'. Participants suggested that improved retailer rather than media communications would help to manage consumer assumptions, develop consumer understanding and 'educate' consumers in terms of the benefits, to them, of ethical fashion generally and ethical clothing attributes specifically. In improving communications, it was suggested that retailers may reduce mainstream consumer cynicism and increase their trust in the information available. As discussed in section 7:2. the words used to describe ethical fashion were most familiar when confronted by the consumers in other product contexts; for example in relation to environmentally friendly household products and organic and Fairtrade produce. These other ethical products were considered to be 'mainstream' due to their visibility within the supermarket environment and the visibility and accessibility of related product information. It was suggested that poor fashion retailer communication led to ethical fashion being not perceived as mainstream, the words used to describe it considered inaccessible as were the garments, due to a lack of visibility, availability and choice.

Discussion in section 7:2 addressed the dimensions of Commitment to Suppliers. The discussion that follows emphasises Commitment to Consumers.

7.6.1 Commitment to consumers

Discussion with participants suggests that they are in agreement with the proposition of Lehner (2015:389); that the retail store fulfils a critical role in the 'exchange of information, ideas and understanding of what it means to consume sustainably'. The exposure in chapter 5:5 of variations in the framing of ethical fashion by the media, retailers and consumers confirms that consumers hold different interpretations of ethical fashion to retailers. It is clear that, at the point of data collection, the communication practices of the fashion retailers included in the research were not conducive to consumer 'sense making' (Cramer et al., 2004) i.e. the clear development of mainstream consumer understanding of ethical fashion and what constitutes sustainable consumer behaviours. This supports the findings of Wright and Heaton (2006), DAFI/BSR (2012) and Gowerek et al., (2012) who also found that mainstream consumers reported a lack of retailer derived information to support ethical or sustainable product choices. It was interesting for the researcher to produce a memo at the time of data collection to record that the DEFRA wash at 30 degrees campaign had been in place for over two years (Fisher et al., 2008) and the M&S and Oxfam voucher exchange campaign was active, yet none of the participants involved in the research referred to either. This was interpreted in this research as a possibility of low recall

amongst participants but a clear indicator of opportunity for improved in-store communication practice (Gowerek et al., 2012).

While through the analysis of retailer texts, the findings provide evidence of the practice and nature of 'sense making' (how sustainability 'is done' by the retailer) for stakeholders through the reporting of KPIs and adherence to national and international regulatory frameworks (Jones et al, 2010; Gowerek et al., 2012), the findings of this study propose that sense making on behalf of consumers is lacking and has been found to be critical to developing involvement with ethical fashion products. The suggestion that learning the meaning of Fairtrade and organic took place through 'reading the back' of products confirms the importance of the routine of supermarket shopping and of product labelling in developing meaning and understanding. However, participant complaint about the fact that the traffic light system was 'never explained properly' indicates that labels alone are inadequate; support for the claim made by de Boer, (2003), Joergens, (2006) and Bratt et al., (2011) that, if it is an isolated action, labelling alone is insufficient in driving sustainable product choice.

7.6.2 Summary

In response to the recommendations of Lehner (2015) the findings of the research presented in this thesis contribute to the consumer education debate by demonstrating that rather than a reliance on media communication to stimulate consumer action (Fisher et al. 2008; Gowerek et al., 2012), the role of the 'in-store' environment is critical to the development of mainstream consumer's 'sense making' of ethical fashion, a place to develop their understanding ethical products attributes through exposure to information that will support the development of their existing cognitive framework, enable them to construct the meaning of ethical clothing, to judge their past behaviour and plan for future action (Cramer et al., 2004; Jones et al., 2010, Lehner, 2015:388). These findings validate, within a fashion context, the Oosterveer and Spaargaren (2012) claim that supermarkets are "central nodes" between retailers and consumers (Lehner, 2015). Findings suggest that in the consideration of ethical fashion choices amongst mainstream consumers, "interaction, communication and trust are indispensable dimensions" in the retailer to consumer dialogue (Observer and Spaargaren, 2012, p. 135). This research supports the claim by Oosterveer (2012) and Oosterveer and Spaargaren (2012) stores as "consumption junctions" have a critical role to play in developing the understanding of ethical fashion in mainstream consumers.

The present study confirms the findings of Carrigan and Pelsmacker, (2009) and Szmigin et al., (2009) that the general public, as well as the highly motivated ethical consumer, is

willing to adopt 'alternative' product choices as long as they are accessible, visible and affordable.

7. 7 Model of Mainstream Understanding: Retailer Behaviour

In modelling mainstream consumer understanding of ethical fashion, it is vital to consider the evidence of retailers' limited commitment to develop clear and unambiguous product information. The consequences of choosing the media to 'enable' the development of sustainable shopping behaviours is shown to have become an unintended 'blocker' to behaviour change. The reliance upon the media to 'enable' has led to the lack of a consistent, sector driven, ethical fashion narrative. Because fashion retailers have not adopted the role of in-store 'sense maker' for the consumer, the mainstream consumer continues to see information about ethical fashion as confusing and ambiguous. This lack of accessibility to ethical fashion information leads to the perception that ethical fashion is not in fact mainstream and so does not support behaviour change.

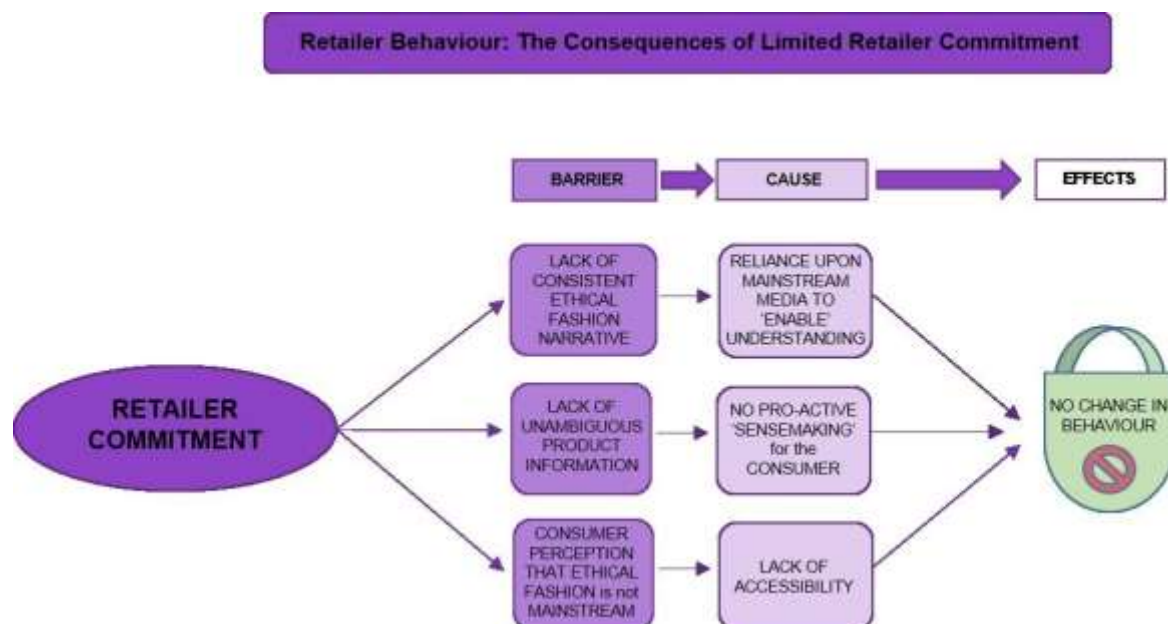


Figure 7:8 The Consequences of Limited Retailer Commitment

7.8 Modelling Mainstream Consumer Understanding of Ethical Fashion

To conclude Chapter 7 and to synthesise the theoretical insights developed through the process of this exploratory research, this study has developed an holistic framework to illustrate two perspectives that outline the development of mainstream consumer understanding of ethical fashion. These two perspectives are founded upon the critical factor of familiarity to consumer learning and to the

process of behaviour change. These perspectives, A and B, are illustrated in Figure 7:9.

The upper portion of Figure 7:9 illustrates perspective A. In this view of consumer learning, incidental learning and the development of familiarity are confined to the social dynamics of the domestic environment. Without the influence of the retail setting on the development of product situated consumer learning, the words used in the information that is seen, remains familiar but not understood. This results in consumer uncertainty in terms of its meaning and of its relevance to her. These incomplete interpretations of the information lead to a subjective knowledge base and inherent limitations in the consumer's ability to interpret the ethical fashion message. This leads to low situational involvement and low product literacy. As a result, the consumer is only able to judge ethical fashion products by their extrinsic product cues. This situation becomes a barrier to product involvement and impedes change to behaviour.

The lower portion of Figure 7:9 illustrates perspective B. In this view of consumer learning, incidental learning and the development of familiarity are extended to and supported by the social dynamics of the retail environment. With the influence of experiential learning in the retail setting, familiarity with the ethical fashion narrative is increased through product situated consumer learning. The words and messages are seen in-store, ambiguity in their meaning is reduced which, in turn, reduces consumer uncertainty of both meaning and of its relevance to her. The help of instore 'sense making' and informed interpretation of the information leads to the development of objective knowledge which supports the consumer's ability to engage with and interpret the ethical fashion message. Over time, this leads to improved situational involvement and increased product literacy. As a result, the consumer will eventually judge ethical fashion products by their intrinsic product cues. This reduces the barriers to ethical fashion and develops the opportunity for product involvement and change to behaviour.

7.9 Chapter Summary

Four distinct theoretical codes emerged from the final stage of data reduction and theoretical synthesis of the findings of this study. These are categorised by

Clothing Attributes, Consumer Knowledge, Consumer Behaviour and Retailer Behaviour respectively. The grounded theory approach to data collection and analysis has enabled an explicit process of theory development and theoretical integration.

The theoretical codes of Accessibility, Familiarity, Learning 'en passant' and Retailer Behaviour have informed the development of the holistic theoretical framework (presented in Figure 7:9) to expose and provide comprehensive insight to the barriers to mainstream consumer understanding of ethical fashion and, in doing so, develop insight to factors related to the role of lexical frames in the knowledge to action gap.

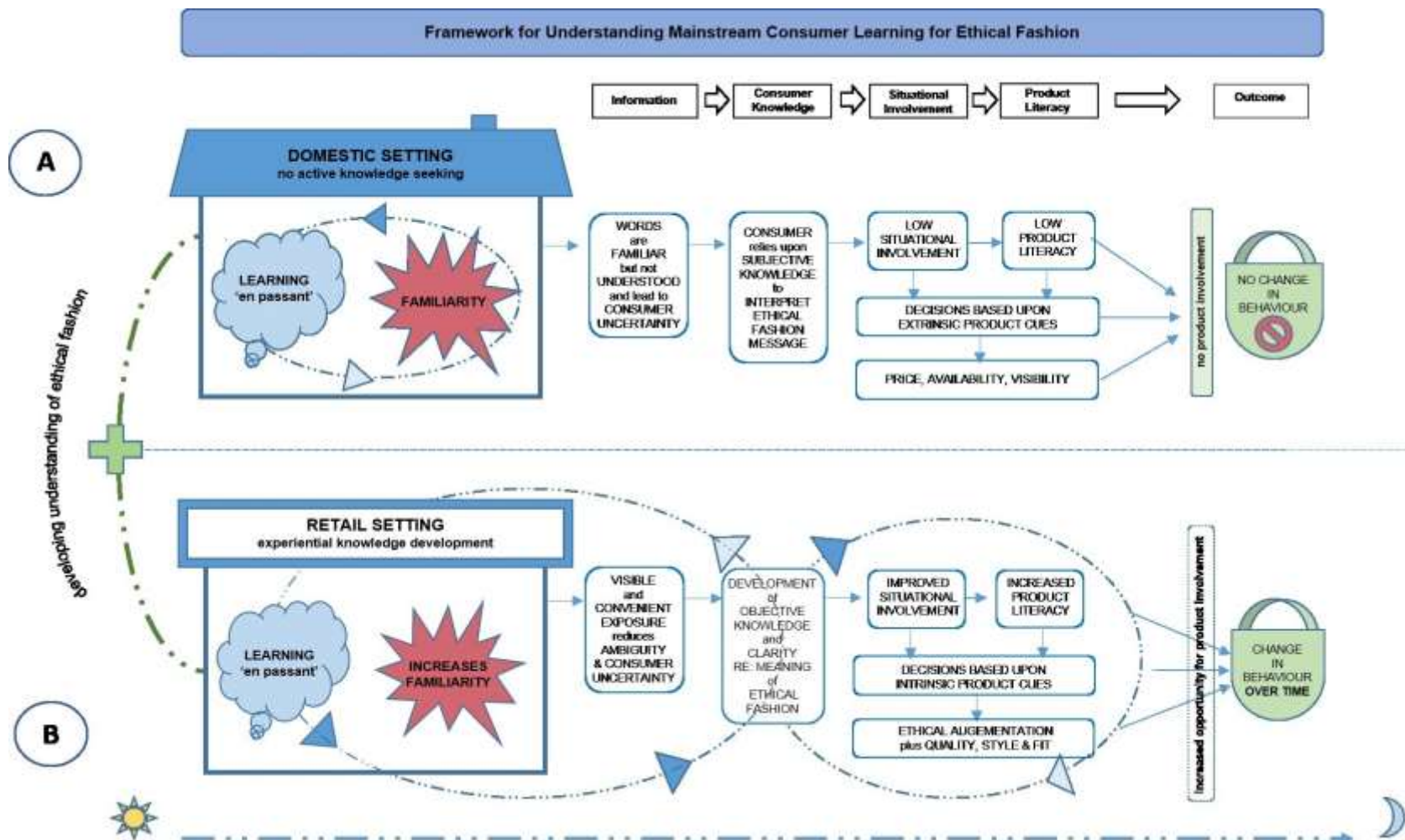


Figure 7:9 Illustrating Mainstream Consumer Understanding of Ethical Fashion

8 Conclusions and Recommendations

A limited but expanding body of academic literature proposes that mainstream fashion consumers are frequently confused by the language used to promote ethical fashion (Beard, 2008; Thomas, 2008; Fisher, et al., 2009; Markkula and Mosiander, 2012; Carey and Cervillon, 2014). Previous studies have recognised and identified the words that were thought to create confusion (Thomas, 2008; Markkula and Mosiander, 2012; Carey and Cervillon, 2014). To contribute to the debate and to address a gap in knowledge, the research presented in this thesis closely examined the occurrence and use of these words in both print media and retailer texts. Adopting a Grounded Theory approach, the implied meaning of a set of the most regularly used words has been analysed to expose similarities and differences in their use in print media communication and retailer communication and to expose the framing of the ethical fashion message by both the media and sampled retailers. An intermediate stage of analysis considered mainstream consumer interpretation of the words and of the emergent message frames to determine how mainstream consumer frames of reference influenced their interpretation of ethical fashion. The research outcomes model an explanation of the cause and effects of lexical barriers to mainstream consumer understanding of ethical fashion.

The Grounded Theory approach to the analysis of the research problem responds to the suggestion that interpretive approaches to consumer behaviour research are underutilised. This exploratory study contributes to two bodies of literature (1) to the apparel focussed consumer behaviour literature, through the development of qualitative insights to the nature of print media and retailer communications with mainstream, UK based, fashion consumers and (2) with clear evidence that a lack of consistency in the presentation and subjective interpretation of the ethical fashion lexicon is a barrier to mainstream fashion consumer behaviour, to the literature that considers discursive confusion (Markkula and Mosiander, 2012)

The findings of this research also contribute to the ongoing debate that examines whether the understanding of consumer contexts is more important than consideration of individual values, attitudes and motivations in the search for insight to the knowledge-action gap (Jackson, 2005, 2006; Thorgersen, 2005; Tukker et al., 2008). A central finding of this investigation was confirmation that the social contexts of retail environments (Cramer et al., 2004; Oostever and Spaargen, 2012; Leher, 2015) and domestic routines (Hobson, 2003; McNaughten and Jacobs, 1997) are critical in the development of the mainstream consumer knowledge that influences how they interpret the lexicon of ethical fashion. A key contribution of this research is the provision of evidence that it is these 'incidental learning' environments (Marsick and Watkins, 2001) in conjunction with TV and print media, are instrumental in the development of

mainstream consumer knowledge that informs ethical product literacy which, in turn, has an effect upon mainstream consumer involvement with ethical fashion products. Research outcomes are aligned to the proposition (McNaughten and Jacobs, 1997; Hobson, 2003, 2001; Jackson 2005) that Social Learning Theory and Social Practice Theory provide useful explanatory frameworks to guide understanding consumer choices and to pose questions about the possibility of 'accuracy' in consumer information (UN10 FYP, 2014).

The aims of this study have been achieved. The theoretical concepts and policy decisions that have informed the mobilisation and mainstream communication of ethical fashion consumption in the UK have been critically analysed. These have been considered in the in-depth qualitative content analysis of the ethical fashion message presented in two time periods; between 2006 and 2008 and in 2012. Mainstream female consumer understanding of the ethical fashion message has been extensively analysed and the findings synthesised in relation to relevant theory. The evaluation of retailer derived data has been carefully documented to consider the effectiveness of sustainability related communications. This evaluation informs the development of a theory of mainstream consumer behaviour in ethical fashion contexts. A set of four descriptive models, developed by each core category to emerge from the data, present the key theoretical concepts that illustrate the complexities inherent in the communication of ethical fashion to mainstream fashion consumers. These four concepts informed the development of a holistic theoretical framework that exposes and provides comprehensive insight to the barriers to mainstream consumer understanding of ethical fashion.

This thesis contributes to the emerging body of literature that analyses the complexity of the language of ethical fashion. Research exposed the evidence that the vocabulary of ethical fashion leads to consumer uncertainty, functions as a barrier to ethical product literacy and results in low consumer involvement with ethical fashion products. Primary data analysis evaluated the lack of consistency in stakeholder use and interpretation of the ethical fashion lexicon and critically examined the implications of socially derived knowledge for the successful communication, interpretation of and involvement with ethical fashion by mainstream fashion consumers.

This study raises questions about the process and form of retailer communication with consumers and the value of consumer information as a driver for behaviour change; particularly in mainstream consumer markets. The underlying premise of this research is that a lack of clarity in the communication of sustainability generally and in printed media specifically, is a critical factor in consumer understanding and interpretation of sustainable fashion. This communicative approach to sustainability research concentrates on exposing

the tensions between cultural artefacts (words) and social interactions (there meaning and use in everyday routines) as contesting narratives. The meaning of ethical fashion for the mainstream consumer is culturally and socially derived and context dependent. This, coupled with the inherent complexities of behaviour change and the communications process, leads to the underlying finding of the research; that mainstream consumer reliance upon incidental learning and a lack of consistency in stakeholders' subjective interpretation and understanding of the sustainability lexicon, is likely to continue to impede change in mainstream fashion consumer behaviour

8.1 Limitations

The scope of the study is limited to a homogenous, female consumer sample with similar socio-economic and educational backgrounds, aged 22-44 years. While the sample was indicative of the diversity in a mainstream consumer group, the younger participants were fashions students or worked in fashion contexts. Their views and the extent of their fashion knowledge may not be representative of a more educationally diverse group. Although limited in number and sampled within West Yorkshire, the sample size was sufficient to capture the span of characteristics and behaviours that demonstrate meaningful interaction with the theoretical concepts discussed throughout the thesis.

Given the consideration of National Readership Statistics (NRS) in terms of the consumer sample, the sampling of printed media texts applied in this study has been limited to mainstream fashion magazine and tabloid newspaper articles. The number of documents analysed and the number of participants recruited were few in number but highly comparable to the sample sizes reported in academic articles such as those listed in Appendix 1.2. This thesis provides the evidence that this scale of research activity facilitates rigour, richness in data and depth in data analysis. While the researcher has established systems to maintain rigour and consistency in data collection methods and methods of data analysis, the very nature of qualitative research presents limitations imposed by the difficulties for the researcher in maintaining a consistent disposition of conscious reflexivity.

8.2 Implications for Policy and Practice

The findings of this research contribute to the ongoing development of knowledge and insight to the nature of consumer learning in the broad area of sustainability and related purchase and disposal behaviours. The development of government policy in this area has, in the UK, been in existence for almost thirty years, yet with little progress in terms of how best to engage the public in the behaviour change agenda. With growth in the debates for the case of a Circular Economy, findings presented in this thesis have the potential to deliver impact through the proposition of a shift in focus from the 'knowledge to action gap' to consideration of the

'familiarity to action gap' and the place of incidental learning in the process of behaviour change.

Findings propose that the high street retailer has a role to play as educator to the mainstream consumer. While apparel retailers are currently engaged in debates surrounding the manufacture, care and disassembly of their products, the findings of this research propose the opening of a new discussion. In an extension of retailers' current practice in raising awareness of food related matters of health, there is perhaps a new role, as educator of consumers as the new 'suppliers' to the Circular Economy. Evidence has demonstrated that prior to engagement as educators in mainstream markets, the retailers recognise that their own learning is a work in progress. Findings indicate opportunity for integration of research outcomes with regional recycling initiatives and in providing educational support for exposure of issues in school environments.

An alternative route to establishing the impact of the findings presented in this thesis is through the education of fashion entrepreneurs. The exposure of the complexity inherent to the lexicon of sustainability and the exposure of its dynamic nature lends itself to a programme of awareness raising amongst new business owners who wish to open a sustainable fashion dialogue in mainstream consumer markets.

8.3 Recommendation for Future Work

The extent of the academic research required to explore and expose factors that maintain the knowledge-to-action gap in mainstream consumer behaviour, is broad and multifaceted. To accommodate change in mainstream fashion consumer habits and practices, further insight is required into the social contexts that support incidental consumer learning. Exploring the following as future research strategies could facilitate the development of further insight to the influence of domestic habits and routines on mainstream consumer understanding of ethical fashion.

The concept of 'reading the back' that emerged in response to questions about how consumers learned the words related to ethical fashion is worthy of further exploration. A comparative analysis of the environmental and social narratives provided in the labelling and point of sale information for clothing, household products, Fairtrade products and organic foods could provide insight to the perceived limitations in the information provided on and around clothing in the retail environment. This research could be conducted via the method

of accompanied shop or through in-store observation and capture of consumer browsing and reading habits.

The concept of learning 'en passant' in terms of ethical fashion products is worthy of further investigation in an attempt to expose the development of tacit understanding and assumptions about the attributes of ethical clothing. Given that a number of local councils in the North-West have started doorstep collection of clothing and textile waste, it would be timely to track the development of knowledge and understanding of the environmental implications of clothing choice. It would be interesting to observe whether this development in the convenience factor of clothing disposal will, of over time, lead to same conscious effort to sort textile waste and eventually influence more ethical clothing choice.

Finally, it is the researcher's intention to progress the research presented in this thesis to develop a longitudinal study, which will map temporal changes in media and retailer communication of ethical fashion, temporal changes in the lexicon of ethical fashion and the development, if any, of mainstream consumer understanding of it. It would also be interesting to examine the nature of mainstream consumer acceptance of the ethical fashion message through the case study examination of the communications and offerings of fast fashion brands such as H&M and ASOS to determine the extent to which mainstream understanding of ethical fashion may be changed by exposure within fast fashion environments.

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Appendix 1: 10YFP Consumer Information



The 10YFP Programme on Consumer Information

www.unep.org/10yfp/consumer

The 10YFP Consumer Information Programme (CIP) serves as a global platform to support the provision of quality information on goods and services, and the identification and implementation of the most effective strategies to engage consumers in sustainable consumption. It empowers and raises the profile of relevant policies, strategies, projects as well as initiatives and partnerships, building synergies and cooperation between different stakeholders to leverage resources towards mutual goals.

Objectives of the Programme

- 1) Improving availability, accessibility and quality of consumer information to create a basis for the provision of credible information.
- 2) Driving change in government and business to ensure that the framework conditions are provided to support best practices in relation to consumer information.
- 3) Enhancing communication to drive behavioural change and ensure the transition from being informed to taking action.



What is Consumer Information for Sustainable Consumption?

Consumer information encompasses tools such as ecolabels, voluntary standards, marketing claims and life cycle approaches which provide information on the impacts of goods and services over their lifetime, including the end-of-life. These tools aim to guide consumers in their daily purchasing decisions so that they can make informed choices for sustainable goods and services.

What is the 10YFP?

The 10 Year Framework of Programmes on Sustainable Consumption and Production (10YFP) is a concrete and operational outcome of Rio+20. The 10YFP is a global framework that enhances international cooperation to accelerate the shift towards SCP in both developed and developing countries. It provides capacity building and technical & financial assistance to developing countries, and encourages innovation and cooperation among all countries and stakeholders. The 10YFP has five initial programs, and the CIP programme is the second to be launched, after the SPP Programme. UNEP serves as the Secretariat of the 10YFP and administers the Trust Fund.

Need more info? Visit www.unep.org/10YFP

Why a 10YFP Programme on Consumer Information?

Research indicates that the demand for sustainable goods and services is high and growing, but consumers often remain unable to make informed choices. The main reasons for this include the lack of transparency, complete information, and the proliferation of labels and standards, which complicate the comparison of information when purchasing goods and services*.

*Big Room, 2012, Sustainability Product Information Tools: Landscape and Strategic Analysis, Prepared for the United Nations Environment Programme, DTIE.

Empowering consumers, businesses, retailers and governments

The 10YFP Consumer Information Programme (CIP) facilitates access to practical and comprehensive information to guide and support consumers' choices for sustainable products through the provision of accessible, reliable and verifiable information based on a life cycle approach. To achieve this objective, the CIP is engaging a wide range of stakeholders including consumer associations, businesses, retailers and governments in a consultative process for joint action. This includes the following:

- **Consumers** to ensure that relevant, transparent and reliable information on the sustainability of goods and services is provided to facilitate purchasing decisions.
- **Businesses** to use consumer information tools to identify and reduce the negative impacts of their goods and services on the environment and workers over their entire supply chain.
- **Retailers** to voluntarily commit themselves to promoting more sustainable products, providing better information to consumers and reducing environmental and social impacts over their supply chains.
- **Governments** to stimulate the development of operating markets for sustainable products, and the use of information tools including labels and other incentives that can foster sustainable consumption.

By exchanging and learning from each other, businesses, retailers and governments can scale up effective practices to address today's environmental, social and economic challenges.

Work areas of the Consumer Information Programme



Life Cycle Approach to Enhance the Quality of Information

Life cycle approach is crucial to developing reliable information considering environmental, social and economic impacts along the life cycle of goods and services. It implies the understanding that materials are extracted from the earth, converted into process materials, combined with other materials to make parts, assembled into a finished product, shipped to customers who use the products and finally, the products are disposed of in some fashion. Along that value chain, energy and other natural, social and economic resources are used, waste generated, and the related impacts, both positive and negative, are distributed across societies to varying degrees around the globe.



Structure of the 10YFP Consumer Information Programme

The CIP is co-led by **Germany** through the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety; **Indonesia**, through the Ministry of Environment; and **Consumers International**.

A **Multi-stakeholder Advisory Committee (MAC)** – comprising governments and institutions – oversees the programme's coordination and implementation. As of June 20th 2014 members of the MAC include: **Governments:** Burkina Faso, France, Jordan, Peru and the United Kingdom; **Inter-governmental organizations:** European Commission; **International organizations:** International Network of Product Sustainability Initiatives (INPSI), International Trade Centre (ITC) and UNEP/SETAC Life cycle Initiative (LCI); **NGOs, Networks and Private Sector:** AKATU Institute, Caribbean Consumer Council, Centro Tecnológico para la Sustentabilidad, Consumer Education Trust (CONSENT), Green Purchasing Network (GPN, Japan), International POP Elimination Network (IPEN), ISEAL, Pick and Pay and Sustainability Consortium.

In addition to the MAC members, more than 30 partners across the world have joined the Programme as of June 20th 2014. They will contribute, participate and benefit from various activities of the programme, including workshops, trainings, policy tools, information sharing on best practices and lessons learned.



Harmonization of Ecolabels and Interoperability of Information

The number of ecolabels and voluntary standards is growing across the globe in all sectors. This proliferation has resulted in a drive for greater collaboration between stakeholders to help reduce confusion within industry and consumers. In past years, efforts have been initiated to increase collaboration among the different labels schemes, including harmonization of labels, which promotes the convergence toward uniform sustainability criteria and improved interoperability of information. This, in turn, supports the use of information based on the same metrics and structure for sustainability criteria that can be tailored to specific countries and users groups.

<http://www.unep.org/10yfp/Home/News/tabid/133111/EntryId/956456/New-Programme-to-StrengthenConsumerInformation.aspx>

Appendix 1:2 UK National Policy Development

1987	Brundtland_Report	The process that produced this unanimous report proven that it is possible to join forces, to identify common goals, and to agree on common action. Each one of the Commissioners would have chosen different words if writing the report alone. Still, we managed to agree on the analysis, the broad remedies, and the recommendations for a sustainable course of development. In the final analysis, this is what it amounts to: furthering the common understanding and common spirit of responsibility so clearly needed in a divided world.
1992	Agenda21 http://sustainabledevelopment.un.org/content/documents/Agenda21.pdf	Agenda 21 addresses the pressing problems of today and also aims at preparing the world for the challenges of the next century. It reflects a global consensus and political commitment at the highest level on development and environment cooperation. Its successful implementation is first and foremost the responsibility of Governments. National strategies, plans, policies and processes are crucial in achieving this. International cooperation should support and supplement such national efforts. In this context, the United Nations system has a key role to play. Other international, regional and subregional organizations are also called upon to contribute to this effort. The broadest public participation and the active involvement of the non-governmental organizations and other groups should also be encouraged.
1999	Quality of Life Counts http://collections.europarchive.org/tna/20080530153425/http://www.sustainable-development.gov.uk/progress/indicators/qolc99.htm	The original Quality of life counts was published in December 1999. It provided a baseline assessment for the core set of 147 sustainable development indicators associated with the 1999 UK strategy, establishing benchmarks against which future progress could be measured. The report gave full background information about the indicators and provided a set of "traffic light" assessments of changes in trends.
1999	A better quality of life http://collections.europarchive.org/tna/20080530153425/http://www.sustainabledevelopment.gov.uk/publications/ukstrategy99/index.htm	<i>A better quality of life</i> provides a national focus from which local and regional action can also follow. We have set a target for all local authorities to prepare local sustainable development 'Local Agenda 21' strategies by the year 2000 and hope to have sustainable development frameworks for each English region by the end of 2000. The Government cannot do the job alone. We need to work together, forging partnerships with business, local authorities and voluntary groups. There are many initiatives where industry and local communities are already making a difference. Everybody can help. We are investing in a major information campaign, <i>Are you doing your bit?</i> , to explain how small changes by individuals can add up to really major improvements for us all.
2000	Achieving a better quality of life Review of progress towards sustainable development Government annual report 2000 http://collections.europarchive.org/tna/20080530153425/http://www.sustainable-development.gov.uk/publications/pdf/susdevel.pdf	<i>This report is the first in a series intended to meet the commitment made in A better quality of life – a strategy for sustainable development for the UK (May 1999, and referred to in this report as 'the Strategy') to review progress by the country as a whole towards sustainable development and report annually from 2000. The report reflects and develops thinking on sustainable development, by government and others, and discusses the objectives, principles and approaches which define and underpin the concept. It identifies priorities and highlights practical action which contributes to sustainable development at home and abroad. The report also describes progress against each of the 15 headline indicators.</i>
2001	Achieving a better quality of life Review of progress towards sustainable development Gov annual report 2001 http://collections.europarchive.org/tna/20080530153425/http://www.sustainable-development.gov.uk/publications/pdf/ar2001.pdf	<i>This is the second annual report in the series, following on from the 2000 report². As with last year's report, this document will reflect and develop thinking on sustainable development, by government and others, and discuss the objectives, principles and approaches which define and underpin the concept. It identifies priorities and highlights practical action contributing to</i>

		<i>sustainable development at home and abroad, and describes progress against each of the 15 headline indicators.</i>
	Achieving a better quality of life Review of progress towards sustainable development Government annual report 2002 http://collections.europarchive.org/tna/20080530153425/http://www.sustainable-development.gov.uk/publications/pdf/achieving-2002.pdf	<i>In 'a better quality of life', the Strategy for sustainable development for the UK (1999), the Government made a commitment to report annually on progress towards sustainable development in the UK as a whole. This report, the third in the series, sets out progress made in 2002. In addition to bringing together the latest data available up to the end of 2002 on the 15 headline indicators which comprise the 'quality of life barometer' (Chapter Three) and highlighting the main strategic developments in 2002 (Chapter One), it also contains a wide range of case-studies showing some of the cross-cutting action being carried out across the UK to further sustainable development (Chapter Two/Three).</i>
2003	Achieving a better quality of life Review of progress towards sustainable development Government annual report 2003 http://collections.europarchive.org/tna/20080530153425/http://www.sustainabledevelopment.gov.uk/publications/pdf/ar2003.pdf	<i>This is the UK Government's fourth and last annual report on progress towards sustainable development against our 1999 sustainable development Strategy 'A better quality of life'1. As well as covering some of the key developments during 2003, it also provides a stock-take and review of government action and progress since publication of the Strategy; including how we are doing against our 15 headline indicators of sustainable development. Alongside this report we are also updating our full set of 147 indicators of sustainable development Quality of Life Counts2 which provided a baseline measurement in 1999 from which future progress would be measured. Over the last few years much has happened. From the new sustainable development responsibilities of the devolved administrations and English regional and local government, to the 2002 World Summit on Sustainable Development, and, in the last year, the Energy White Paper with its commitments to help move the UK towards a low carbon economy. This report and the updated indicators show that we have been making progress across the three pillars of sustainable development – the economy, society and the environment – and that the Government has put in place many initiatives and mechanisms that will help contribute to a better quality of life for everyone. But the picture is complicated. In some areas we are making better progress than in others, and big challenges remain for us all.</i>
2001	DEFRA aims and objectives - comments	<i>Comments on DEFRA drafted aims and objectives. The SDC is pleased to see the prominence that is given to sustainable development in the overarching aim for DEFRA, and the good representation of sustainable development in the individual objectives. We do, however, have a number of detailed comments to make both on the drafting of the aim and on the scope of the individual objectives.</i>
2002	Environmental Audit Committee Report - preparations for the Johannesburg Summit	<i>This memorandum provides both an overview of recent UK performance on sustainable development, and highlights some particular conclusions about current UK performance, which we have drawn from our work to date. Our overall conclusion is that the UK has undertaken many worthwhile initiatives over the last few years, especially through the development of institutions and systems to promote sustainable development. However, we are as yet nowhere near the kind of structural and policy changes that will need to be made to the economy and to society to deliver sustainable outcomes.</i>

2002	Report of the World Summit on sustainable Dev Johannesburg 2002	Summit on Sustainable Development in Johannesburg, South Africa, from 2 to 4 September 2002, reaffirm our commitment to sustainable development. We commit ourselves to building a humane, equitable and caring global society, cognizant of the need for human dignity for all. At the beginning of this Summit, the children of the world spoke to us in a simple yet clear voice that the future belongs to them, and accordingly challenged all of us to ensure that through our actions they will inherit a world free of the indignity and indecency occasioned by poverty, environmental degradation and patterns of unsustainable development. As part of our response to these children, who represent our collective future, all of us, coming from every corner of the world, informed by different life experiences, are united and moved by a deeply felt sense that we urgently need to create a new and brighter world of hope. Accordingly, we assume a collective responsibility to advance and strengthen the interdependent and mutually reinforcing pillars of sustainable development — economic development, social development and environmental protection — at the local, national, regional and global levels. From this continent, the cradle of humanity, we declare, through the Plan of Implementation of the World Summit on Sustainable Development and the present Declaration, our responsibility to one another, to the greater community of life and to our children.
2002	wssd_assessment 2002	This briefing paper has been prepared for the International Institute for Sustainable Development. The paper includes sections on: World Summit outcomes and commitments; background; the actors; an assessment of the political significance of the Summit; comments on policy developments of interest to the IISD; and conclusions.
2003	Agenda 2003 - Where next for Sustainable Development SDC	Agenda is aimed at leaders from all sections of society, not just government. This report offers those with the power to effect change an informed briefing on the key sustainable development issues facing the United Kingdom. Agenda also outlines the Sustainable Development Commission's continuing work on these issues to help achieve progress in the public, private and voluntary sectors. This is our agenda and a call to action. The next steps we take together. Send us your comments on this report and on our activities (contact details on the back cover). We want to work with you to bring the sustainable development agenda to life.
2003	changing-patterns UK Government Framework for Sustainable 2003	This document brings together, for the first time, the economic and environmental case for action to tackle sustainable consumption and production. It also outlines the key elements of the Government's approach. Government has a crucial role to play in this area. We need to take action to shape and create the markets we need, in order to achieve the outcomes we want.
2003	Achieving a better quality of life Review of progress towards sustainable development DEFRA	This report shows that the UK is making progress. Outcomes for the 15 headline indicators show improvements for each of the three pillars of sustainable development – the economy, society and the environment. Since 1997, GDP growth for the UK has been more stable than any other G7 country. High levels of employment are continuing, and we are making further inroads in tackling poverty and social exclusion. We are also cutting greenhouse gas emissions and water quality continues to improve.

2004	Quality of life counts HM Gov	<p>The UK Government's 147 core indicators of sustainable development for the 1999 strategy were updated in 2004 (they were first published in December 1999). The update featured revised commentary, charts and assessments of progress against 1999 strategy objectives.</p> <p><i>Quality of life counts - update 2004</i> left out much of the explanatory material in the 1999 report, concentrating on a revised presentation of the indicators: Quality of life counts (1999) provides all the background details explains how the indicators were linked to the 1999 sustainable development strategy (sections 'Criteria for sustainable development - framework and models' and 'Consultation to develop the indicators' respectively give information about the establishment of the indicators and the QoLC structure).</p> <p>Within <i>Quality of life counts</i> indicators were grouped into 6 themes and 18 families based on the structure and objectives of the 1999 strategy (see A better quality of life: a strategy for sustainable development in the UK published in May 1999). There was also an additional group of 16 indicators providing further analysis of the relationship between human activities and their impacts. The 2004 update has been made available in Adobe Acrobat format for downloading.</p>
2004	WSSD progress report - two years on	<p>This report marks the second anniversary of the World Summit on Sustainable Development (WSSD) held in Johannesburg in 2002. Published in September 2004 the report summarises progress against the WSSD commitments made by the UK Government and international community, detailed in Annex A. Annex B gives an update on the progress of the partnership initiatives involving the UK which were launched at the Summit.</p>
2005	delivering UK sustainable development strategy 2005	<p>In 1999 my government first set out our strategy to help deliver a better quality of life through sustainable development. Six years on we have reviewed that strategy to take account of changes within the UK – devolution to Scotland and Wales, and to regional bodies and local government – and internationally with the World Summit on Sustainable Development in 2002.</p> <p>Make the wrong choices now and future generations will live with a changed climate, depleted resources and without the green space and biodiversity that contribute both to our standard of living and our quality of life. Each of us needs to make the right choices to secure a future that is fairer, where we can all live within our environmental limits. That means sustainable development.</p> <p>This is an agenda for the long-term. There is no magic wand that government or anyone else can wave to make sustainable behaviour and activity the norm overnight. We will only succeed if we go with the grain of what individuals and businesses want, and channel their creativity to confront the environmental challenges we face. Development, growth, and prosperity need not and should not be in conflict with sustainability.</p>
2005	Promises, Actions and Challenges.SDC's list of key commitments from Securing the Future	<p>Securing the Future, the UK Government's strategy for sustainable development, was released in March 2005. The strategy sets out the Government's approach to achieving its aim of making sustainable development the central organising principle in everything that it does. Promises, Actions and Challenges is the SDC's summary of 250 commitments contained within Securing the Future. The list is not definitive, but provides a guide to the substantial number of new or restated commitments that the SDC view as significant to the delivery of sustainable development in the UK.</p>
15/12/2008	Defra SDAP Assessment	<p>The SDC's assessment of Department for Environment, Food and Rural Affairs (Defra) 2007-2009 Sustainable Development Action Plan.</p>

03/04/2009	Defra Progress Report SDAP summary 2008	Department for Environment, Food and Rural Affairs (Defra) Progress Report on their November 2007-March 2009 Sustainable Development Action Plan.
01/07/2009	Where we are now: A review of progress on sustainable development	A support document for Breakthroughs for the 21st Century.
08/07/2009	Congress for the Future	A new high-profile space for UK citizens to engage with and inform long-term political thinking. This paper sets out the rationale and requirement for Congress for the Future, and the process by which it could be created.
2011	Sustainable Development Action Plan. Defra	<p>The Department for Environment, Food and Rural Affairs (Defra) (2009-2011) Sustainable Development Action Plan.</p> <p>» Defra SDAP Assessment</p> <p>» Defra Progress Report SDAP summary 2008</p> <p>» Defra Progress Report SDAP summary 2009</p>
2011	Governing for the Future - The opportunities for mainstreaming sustainable development (SDC)	Following the statement by the Secretary of State for Environment, Food and Rural Affairs on 22 July 2010 stating that Government wants "to mainstream sustainability, strengthen the Government's performance in this area and put processes in place to join-up activity across Government much more effectively", the SDC's funding has been withdrawn by the Department of the Environment, Food and Rural Affairs (Defra) effective from 31 March 2011. This Guide was a response to that announcement to help Governments – current and future – will the challenge of mainstreaming sustainable development. It explains the benefits of adopting a sustainable development approach, outlines the barriers and offers examples in practice. While this Guide deals primarily with the experiences of parts of Government and the public sector, we hope that a broader audience will be able to learn from it as well, and that the case studies and examples are applicable to other sectors including business and civil society. It seeks to provide advice for both leaders and practitioners, whether their organisations are already some way along the sustainability journey or just starting out. This Guide provides information and advice for governments now and in the future who wish to reflect on progress and find more systemic ways of responding to the biggest challenges of the day. While successive UK Governments have made progress towards a more sustainable future, there is still much to do.
2012	UN Conference on Sustainable Development A 10year framework of programmes	<p>The following flexible, initial and non-exhaustive list is intended to illustrate some possible areas of programme development and to inspire additional efforts to create programmes. It is important to support initiatives and ongoing programmes by developing countries. This indicative list builds on the experience gained through the Marrakech Process, including those areas identified in the regional sustainable consumption and production round tables, strategies and action plans, inter alia: (a) (b) (c) (d) (e)</p> <p>Consumer information; Sustainable lifestyles and education; Sustainable public procurement; Sustainable buildings and construction; Sustainable tourism, including ecotourism.</p>

Appendix 1.3: Consumer Communications Policy

Date	Document	Discussion
March 2005	Public consultation on Sustainable Development (COI / Defra)	Opinion Leader Research was commissioned in January 2005 by the COI and Defra to conduct a pilot study looking at Sustainable Development with members of the general public. Two workshops were held in Manchester and Slough. The objectives of the research were: <i>f</i> To provide an enhanced understanding of how ideas are framed and language used <i>f</i> To test various stimulus materials and mechanisms relating to SD designed to enable participants to debate the issues <i>f</i> To explore where sustainability issues sit on the public radar <i>f</i> To review information sources
2007	SDC submission to EAC on environmental labelling	Environmental Audit Committee Inquiry into Environmental Labelling - A response from the Sustainable Development Commission
2008	Creating mass public engagement on climate change (SDC)	The purpose of this document is to outline an approach to building large scale public engagement around the lead up to the Copenhagen 09 climate change conference (CCC). The purpose of this initiative is to create public understanding of and demand for the policy options under discussion at the CCC, through undertaking large scale public engagement.
2009	Government Communication about Climate Change: Survey Results(SDC)	The SDC is currently running a project designed to help strengthen the way the government communicates about climate change. It hopes to support the development of a new a set of messages that will help build public support for effective action. A summary of the results from this consultation is found in this document.

Appendix 1:4 UK National Consumer Research and Policy Development

	Title (Author)	Summary of Content
2001	Public-Attitudes (SDC-Sustainable Development Commission)	There is a lot of information around on public attitudes to sustainable development, with varying degrees of reliability and relevance. Most of the work referred to here is UK based and comes from DETR, the British Social Attitudes survey and MORI surveys carried out for various groups. This report provides an enlightening overview of current attitudes.
2001	How The Public Finds Out About Sustainability -PublicEducation (SDC)	This paper is intended to help the SDC decide what public role it should adopt in fulfilling its remit to advocate sustainable development across all sectors in the UK. It reviews the ways different organisations promote understanding of the concept of sustainable development to the general public, it highlights the very different approaches that organisations with different agendas take, it points to some good practice, and some weaker performance and finally it offers strategic options for future action.
2003	<i>Policies For Sustainable Consumption (SDC)</i>	There is an emerging recognition of the importance of consumption within the sustainability debate. The term 'sustainable consumption' has been coined to reflect this emphasis. The SDC is currently seeking to influence government policy on sustainable consumption. This document aims to provide a guide to the complexity of the sustainable consumption debate, an overview of the extensive literatures on consumer behaviour and lifestyle change, and an analysis of the policy opportunities suggested by these literatures.
2003	changing-patterns UK Government Framework for Sustainable DEFRA	This document brings together, for the first time, the economic and environmental case for action to tackle sustainable consumption and production. It also outlines the key elements of the Government's approach. Government has a crucial role to play in this area. We need to take action to shape and create the markets we need, in order to achieve the outcomes we want.
2004	The Impact of Sustainable Development on Public Behaviour Report 1 of Desk Research commissioned by COI on behalf of DEFRA	In October 2003, Mike Porter and Chris Pease at Defra, through Jennifer Taylor at the COI, commissioned Andrew Darnton, an independent desk researcher, to undertake a study of the research evidence available on the concept of Sustainable Development (SD) in relation to the general public. The study was designed to provide communicators in Government and civil society with the evidence base on which to develop effective Sustainable Development communications. The outcomes of the desk research study are presented as three reports: <ul style="list-style-type: none"> • Report 1: The Impact of Sustainable Development on Public Behaviour • Report 2: Driving Public Behaviours for Sustainable Lifestyles • Report 3: Summaries of Sources

2004	Driving Public Behaviours for Sustainable Lifestyles Report 2 of Desk Research commissioned by COI on behalf of DEFRA	<p>In October 2003, Mike Porter and Chris Pease at Defra, through Jennifer Taylor at the COI, commissioned Andrew Darnton, an independent desk researcher, to undertake a study of the research evidence available on the concept of Sustainable Development (SD) in relation to the general public. The study was designed to provide communicators in Government and civil society with the evidence base on which to develop effective Sustainable Development communications. The outcomes of the desk research study are presented as three reports:</p> <ul style="list-style-type: none"> • Report 1: The Impact of Sustainable Development on Public Behaviour • Report 2: Driving Public Behaviours for Sustainable Lifestyles • Report 3: Summaries of Sources
2004	Chap3 One Planet Economy Sustainable Consumption And Production	Increasing prosperity, in the UK and across the world, has allowed many people to enjoy the benefits of goods and services which were once available to just a few. Nevertheless, the environmental impacts from our consumption and production patterns remain severe, and inefficient use of resources is a drag on the UK's economy and business. We need a major shift to deliver new products and services with lower environmental impacts across their life cycle, while at the same time boosting competitiveness. And we need to build on people's growing awareness of social and environmental concerns, and the importance of their roles as citizens and
2004	<i>Sustainable Consumption Roundtable Faqs (SDC)</i>	The FAQ provides background information on the Sustainable Consumption Roundtable, a joint initiative between the Sustainable Development Commission and the National Consumer Council.
2004	<i>All Consuming: Sustainable Consumption Roundtable: Response To 'Taking It On' Consultation (SDC)</i>	The Sustainable Consumption Roundtable (SCR) is a joint initiative between the Sustainable Development Commission and the National Consumer Council. The Roundtable has been established to guide and inform Government policy-making towards the achievement of more sustainable consumption in the UK. The Roundtable was formed in June 2004 (for a period of 20 months). Having recently formed, this contribution to the Government's 'Taking It On' consultation' is best expressed as setting out our direction, early plans, and where we hope the Roundtable can be most useful to government.
2004	<i>Shows Promise. But Must Try Harder (SDC)</i>	In 1999, the UK Government published a sustainable development strategy for the UK, A Better Quality of Life. The Government's recent annual report on sustainable development Achieving a Better Quality of Life presents a review of progress since 1999. The Sustainable Development Commission has therefore taken this opportunity to conduct its own review of the last five years, and now publishes this report as a commentary on the Government's own assessment.
2005	Motivating Sustainable Consumption : A Report To The Sustainable Development Research Network (Tim Jackson)	This report was commissioned by the Sustainable Development Research Network as a preliminary review of the research on consumer behaviour and behavioural change. These issues are becoming increasingly important in the context of emerging debates about consumption, consumer behaviour and sustainable development.

2006	<i>Shifting Opinions And Changing Behaviours (SDC)</i>	<p>The Sustainable Consumption Roundtable commissioned Opinion Leader Research to conduct a major deliberative event looking at sustainable consumption. The aims of the forum were:</p> <ul style="list-style-type: none"> • To explore views and attitudes towards potential interventions • To understand current consumer aspirations • To provide insights that can shape and influence future policy-making <p>The event took the form of a Consumer Forum with 110 people recruited from the Manchester area to ensure 100 participants on the day. People were recruited to reflect the demographics of the area. The event was conducted in Manchester on 6th and 7th October, 2005 and 105 participants took part in the actual event.</p>
2006	<i>I Will If You Will - Towards Sustainable Consumption (SDC)</i>	<p>If everyone in the world consumed at the average rate we do in the UK, we would require three planets' worth of resources. Globally we are already 'living beyond our means' to the tune of around 20%, despite the fact that a significant proportion of the world receive significantly less than their fair share.</p> <p>The Sustainable Consumption Roundtable, a joint initiative between the National Consumer Council and the SDC, sought to address these problems with its report I will if you will. The report, published in 2006, found that consumers are ready and willing to take action to reduce their resource consumption, but clear leadership and support is needed from central Government and business for them to do so. We recommended that Government should:</p> <ul style="list-style-type: none"> • Be bolder about driving markets • Reward households for sustainable practices • Introduce carbon offsetting for flights on an 'opt out' basis • Make central government buildings and transport carbon neutral by 2012 • Commit to an ongoing programme of constructive engagement with the public
2006	<i>I Will If You Will - Towards Sustainable Consumption - A Summary (SDC)</i>	<p>The final report of the Sustainable Consumption Roundtable sets out how a significant shift towards more sustainable lifestyles is possible and positive.</p> <p>This document summarises the main findings and recommendations.</p> <ul style="list-style-type: none"> - Government can be bolder about driving markets - Reward households for sustainable practices - Introduce a carbon offset on flights on an 'opt out' basis
		<ul style="list-style-type: none"> - Central government buildings and transport be carbon neutral by 2012 - Commit to an ongoing programme of deliberative fora with the public
2006	<i>Looking Back, Looking Forward (SDC)</i>	<p>A research report from the Sustainable Consumption Roundtable looking at 19 case studies into drivers and barriers to mainstreaming more sustainable products. (Part of the evidence base for 'I will if you will', the final report of the Roundtable)</p>
2006	<i>Looking Back, Looking Forward: Lessons In Choice-Editing For Sustainability (SDC)</i>	<p>Nineteen case studies looking into drivers and barriers to mainstreaming more sustainable products.</p>

2006	<i>Sustainable Consumption Roundtable Briefing: Communities Of Interest – And Action? (SDC)</i>	<p>This briefing represents the first impressions of the Roundtable following conversations with a number of people working in community-based projects, primarily at project officer, project manager or director level.</p> <p>The main finding is that there are few projects in the UK (community-level or otherwise) explicitly focusing on behaviour change for sustainable consumption.</p>
2008	A Framework For Pro-Environmental Behaviours (DEFRA)	<p>This report has been prepared by a new environmental behaviours unit established in Defra. The roles of the unit are to assemble, analyse and translate evidence related to pro-environmental behaviours and to work within Defra and with external stakeholders to improve the design and implementation of policy interventions aimed at helping individuals and communities live more environmentally sustainable lifestyles. This report sets out a framework for Defra's work on pro-environmental behaviour. It pulls together evidence on public understanding, attitudes and behaviours; identifies behaviour goals; and draws conclusions on the potential for change across a range of behaviour groups. It is designed to support policy development and implementation in Defra, in other Government Departments and externally.</p>
2008	Sustainable Consumption facts & trends 2008 (WBCSD)	<p>This document takes stock of recent developments and trends in global consumption patterns. It presents an overview of documented facts and trends on the relationship between business activities, consumer behavior, and environmental and social challenges. The primary purpose of this paper is to stimulate further discussion among businesses and to be used in dialogue with stakeholders. We have used existing data from a variety of sources, including intergovernmental organizations, non-governmental organizations (NGOs), governments, academics, consumer groups and businesses, including our own members. In all cases, we have sought to use the best data available.</p> <p>This document has been developed by the World Business Council for Sustainable Development (WBCSD)'s Business Role Focus Area and members of the Consumers & Sustainable Consumption workstream: adidas, BCSD Argentina, Coca-Cola, EDF, General Motors, Henkel, Interface, KPMG, Nokia, Pakistan State Oil, Philips, Procter & Gamble, PricewaterhouseCoopers, Sony, Teijin, Umicore and Weyerhaeuser.</p>
2008	Achieving Culture Change: A Policy Framework Cabinet Office	<p>This discussion paper examines the role of cultural capital – our attitudes, values, aspirations, and sense of self-efficacy – in influencing behaviour. While governments have traditionally used incentives, legislation or regulation to encourage behaviour change, this paper sets out the state of knowledge on culture change, offering practical tools for policymaking. The paper argues that policymakers should take a greater account of the social and cultural interactions individuals pass through in reaching decisions. This paper argues that part of the answer to achieving lasting change requires a more formal recognition of the role of 'cultural capital' in determining policy outcomes. The emphasis is on government to act as an enabler in helping the public to achieve the outcomes they want.</p>

2009	<i>Sustainable Lives - What Will Sustainable Lifestyles Look Like?</i>	As much as we recycle, insulate our lofts and try to use fewer carrier bags, we are still far from living sustainable lives. We aren't yet able to describe what low carbon, one planet, poverty-free lifestyles – that are accessible to everyone – could look like. And when we try we often get it wrong by overselling the romantic alternative lifestyle, or setting sterile targets that mean little to citizens lives or businesses. In Sustainable Lives, published in 2009, Alan Knight, ex- SDC Commissioner for Business and Sustainable Consumption, outlines ten key principles for determining what a sustainable lifestyle might look like. The paper is intended as a provocation to stimulate discussion and debate around the actions needed to allow people to live sustainable lives.
2010	<i>Making Sustainable Lives Easier</i>	
2010	Understand-Influence-Behaviour-A Review Of Social Research, Economics And Policy Making In Defra	Behaviour change is the new „buzz“ phrase around government and, whilst it trips easily off the tongue, it refers to a complex set of issues. This short discussion paper summarises how analysis has informed our understanding of behaviours and how to influence them, and in turn, contributed to the development of policies that successfully help to shape behaviours (i.e. the actions of individuals, households, communities and businesses).
2010	<i>Behaviour Change Submission By The Sustainable Development Commission (SDC)</i>	This document was prepared for the House of Lords Science and Technology Select Committee, in response to its call for evidence on behaviour change, as submitted on 8 October 2010. It focuses on behaviour change in the context of enabling sustainable lives, building on our evidence base and track record to date. It includes responses to questions including: What is known about how behaviour can be influenced; what are the policy implications of recent developments in research on behaviour change; are there adequate structures and expertise across Government to support the translation of research into policy; what should be classed as a behaviour change intervention; and when is it appropriate for the state to intervene to influence behaviours? We also include a short response on tackling obesity.
2010	Making Sustainable Lives Easier 2010	Those who do make an effort to live more sustainably often find themselves swimming against the tide or, worse still, cast as second class citizens in a society hooked on unsustainable growth and seduced by material expansion. Good intentions are continually undermined by relentless signals to consume and the absence of real opportunities for people to flourish in less materialistic ways. Ultimately, of course, all sectors of the 'big society' must take some responsibility for change. Business, the media, community groups and citizens all have a role to play. But many of the respondents in our study made one thing very clear: Change will be impossible without strong leadership and investment from governments. The transition to sustainable living demands changes in underlying structures – changes that strengthen social behaviour and support the social good. Government is the principal agent in this task. Our evidence confirms a mandate for this role which extends across the business community, third sector organisations and the public. A new vision of governance which embraces this role is vital.

2011	ExploringCatalystBehavioursFinalSummaryReportNov2011 DEFRA	<p>The aim of the 'Exploring catalyst behaviours' project, commissioned by Defra and conducted by Brook Lyndhurst in conjunction with the University of Surrey and the Open University, was to investigate the idea that performing certain pro-environmental behaviours can have a knock on (or 'catalyst') effect and lead to the adoption of a broader range of pro-environmental behaviours.</p> <p>There is evidence to suggest that pro-environmental behaviour patterns may evolve in accordance with a 'journey' that seems to start with certain behaviours and lead on to others. Additionally, pro-environmental behaviours are often observed to co-occur, which may be an indication of the existence of underlying catalyst, or causal, relationships between them.</p>
2011	<i>Making Sustainable Lives Easier: A Priority For Governments, Business And Society</i> SDC	<p>An increasing number of us recycle, insulate our lofts and choose more 'green' products but we are far from living lives that are 'sustainable' for future generations.</p> <p>The goal of sustainable lives is not a 'nice to have' some day but an essential priority for governments right now – and 'nudge' is not enough to address the scale of the challenge. This report sets out what is needed, from governments and others, to help enable us all to live sustainable lives in our homes and communities.</p>
2011	<i>Department For Business, Innovation And Skills SDAP</i>	The Department for Business, Innovation and Skills [2009 - 2011] Sustainable Development Action Plan.
2011	The_Sustainability_Survey_2011_Sustainable_Consumption (SustainAbility / GlobeScan)	<p>986 qualified sustainability experts completed the on-line questionnaire September 20 – October 10, 2011.</p> <ul style="list-style-type: none"> • Respondents were drawn from: corporate (22%), government (6%), non-government (12%), academic/research (29%), service/media (26%), and other (5%) organizations. • Experts surveyed span 77 countries in Asia (9%), Africa / Middle East (4%), Europe (43%), North America (28%), Latin America / Caribbean (9%), Australia / New Zealand (8%), and comprise a highlyexperienced respondent pool: • 59 percent have more than ten years of experience working on sustainability issues. • 31 percent have five to ten years of experience. • 11 percent have three to four years of experience. • Respondents with less than three years of sustainability experience have been excluded from the results.
2011	Habits routines sustainable llifestylese finalsummaryreport DEFRA	This report provides a summary of findings from a literature review on the role of habit in relation to sustainable behaviours. It sets out the theory on habit from two different perspectives, identifies effective techniques for bringing about habit change, and draws out implications for policy makers and practitioners. The review has highlighted the importance of understanding habit when designing interventions to influence behaviour.
2012	EU Policies To Encourage Sustainable Consumption (European Commission – DG Environment)	Issues related to sustainable consumption and behaviour will be a major aspect under review for the 2012 revision of the Action Plan. This study Policies to Encourage Sustainable Consumption was launched by the European Commission – DG Environment, and carried out by BIO Intelligence Service, IEEP, IOEW and PSI. The aim of this study is to provide policy guidance on how to change consumption patterns using the range of policy instruments available, including those based on behavioural approaches.

2012	UN Conference On Sustainable Development A 10-Year Framework Of Programmes 2 (United Nations)	<p>In order to achieve the goals and objectives defined in chapter 3 of the Plan of Implementation of the World Summit on Sustainable Development (Johannesburg Plan of Implementation)a on sustainable consumption and production, a 10-year framework of programmes on sustainable consumption and production patterns covering the period 2012-2022, based on Agenda 21,b the Rio Declaration on Environment and Developmentc and the Johannesburg Plan of Implementation, should have the following vision, objectives and goals:</p>
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Appendix 1:5 UK Retail Strategy Development

2004	Retailers' Communication To Promote Sustainable Consumption (UNEP)	<p>The United Nations Environment Programme Division of Technology Industry and Economics (UNEP DTIE) helps decision makers in governments, local authorities and industry develop and adopt policies and practices that are environmentally and socially cleaner, safer. UNEP in collaboration with the HEC Team of MBA students, engaged in the study summarised in this report, on the ways retailers promote sustainable consumption to their customers. The privileged position that this industry holds as intermediary between producers and customers makes it a key player in UNEP's efforts to communicate the importance of sustainable development to today's and future generations. The objective of this study is:</p> <ul style="list-style-type: none"> • To summarize the range of communication methods currently being used by major industry players committed to sustainable development • To develop insights on retail industry's state-of-the-art communication policies on consumer awareness raising campaigns • To reflect the industry-specific challenges and concerns faced and the consumer response encountered. <p>The study will help UNEP highlight different ways to promote sustainability to the customers and spread best practices in the retail sector.</p>
2006	EF Report Stakeholder Workshop Report	<p>Ethical Fashion Workshop took place on the 21st of February 2006 in Chiswick, London and saw 45 representatives of various organisations discuss industry best practices, common mechanisms for tackling pressing problems and a communal strategy for strengthening the ethical fashion market. This document summarises and comments on the outcomes of the day, which explored the following two overarching questions: "What are the enablers and blockers to the industry becoming "ethical"?" and "What needs to occur for the fashion industry to become "ethical"?"</p> <p>Based on</p>
2006	Cambridge Report Lays Out Options For An Environmentally Sustainable Fashion Industry	<p>The new study, produced by academics at the University of Cambridge, sets out a vision of a sustainable clothes industry which at the same time would offer new opportunities to retailers and manufacturers. The new report is written by researchers at the University's Institute for Manufacturing and was funded by Biffaward as part of its Mass Balance Programme, as well as Marks & Spencer. Entitled 'Well Dressed?', it considers what could be done differently to make the industry more sustainable.</p> <p>Among other things, it recommends the use of more organic cotton, washing clothes at lower temperatures and encouraging consumers to buy fewer, high quality, longer-lasting clothes as well as more second-hand garments.</p> <p>November 16, 2006</p>
2006	Towards Retail Sustainability 4 Yr Update (British Retail Consortium)	<p>Towards Retail Sustainability, the BRC's strategy on sustainable development, was launched in November 2001. This Update Report summarises the progress that the BRC has made in implementing the strategy since that time, and sets out a new action plan that the BRC will implement with its members and partners over the next two years.</p>
2006	Well Dressed UK Textiles	<p>This report aims to help answer that question, by looking at what might happen if the way that our clothes are made and used were to be changed. What would happen if we used different fibres, or different farming practices? What would be the consequence of washing our clothes in a different way, or keeping our carpets for longer? What would happen if more of our clothes were disposed of through clothes banks?</p>

2007	You Are What You Sell (SDC)	The SDC published You are what you sell in 2007 to create enthusiasm in businesses and government around the potential of products to help realise sustainable development. Businesses taking a products-approach to sustainability can
		anticipate the future and shape policy, as well as building brand value and minimising supply chain risks. The SDC report I will if you will advocated 'product roadmapping' as a way to drive continuous reductions in the impacts of products. You are what you sell turns that aspiration into practical guidance on how roadmaps can facilitate collaboration between government and business in order to achieve strong and swift improvements in the sustainability of products.
2007	Retail Futures: Scenarios For The Future Of UK (Forum for the Future)	This report describes four radically different possible futures for UK retail. In putting these scenarios together, we hope to shed light on some of the critical questions that retail will want to consider over the next fifteen years and particularly how it can contribute to creating a more sustainable future on its own and in partnership with others. We hope that organisations from across the sector will find them both stimulating and useful.
2007	Sustainability Issues In The Retail Sector	Hardly a day passes without the topic of sustainability cropping up in the media. The retail sector in particular has been firmly under the spotlight. As high standards become everyday customer expectations and the media becomes increasingly clued up, the task for retailers can only get harder. Our investigation explored general public perceptions – and beyond. In particular, we looked into the minds of those 'experts' who are more deeply involved and knowledgeable on the topic of the sustainability agenda within the retail sector. We wanted to tap into their understanding of the many complexities surrounding this topic, and gain their longer term perspective of the issues and how retailers can respond. This report summarises the findings of a number of pieces of thought leadership work by Ipsos MORI's Reputation Centre. It comprises research among the on-line British public and a study of 'experts' in the field of retail and sustainability. We interviewed a number of leading authorities including high street retailers and product manufacturers, trade and consumer associations, leading academics, think tanks and consultants, relevant financial analysts and journalists and NGOs and Government departments.
2007	A Review Of Sustainability Impacts Of The Clothing Industry	Sustainability challenges in the clothing industry are not new. There has been a flurry of media attention around fair trade fashion and a number of new niche clothing labels emerging. But to make sustainable clothing mainstream there are some overarching aspects of the industry that need to be tackled. We have identified eight key issues Throughout this report we highlight ways forward towards sustainable fashion. The sustainable garment of the future would be designed carefully and made from renewable material. It would be pesticide free and produced by workers in decent working conditions. It would washed at low temperatures and have fashion upgrades to extend its fashionable life. Finally it would be recycled, reused or composted. To make this vision a reality all the industry players need to act, including the consume

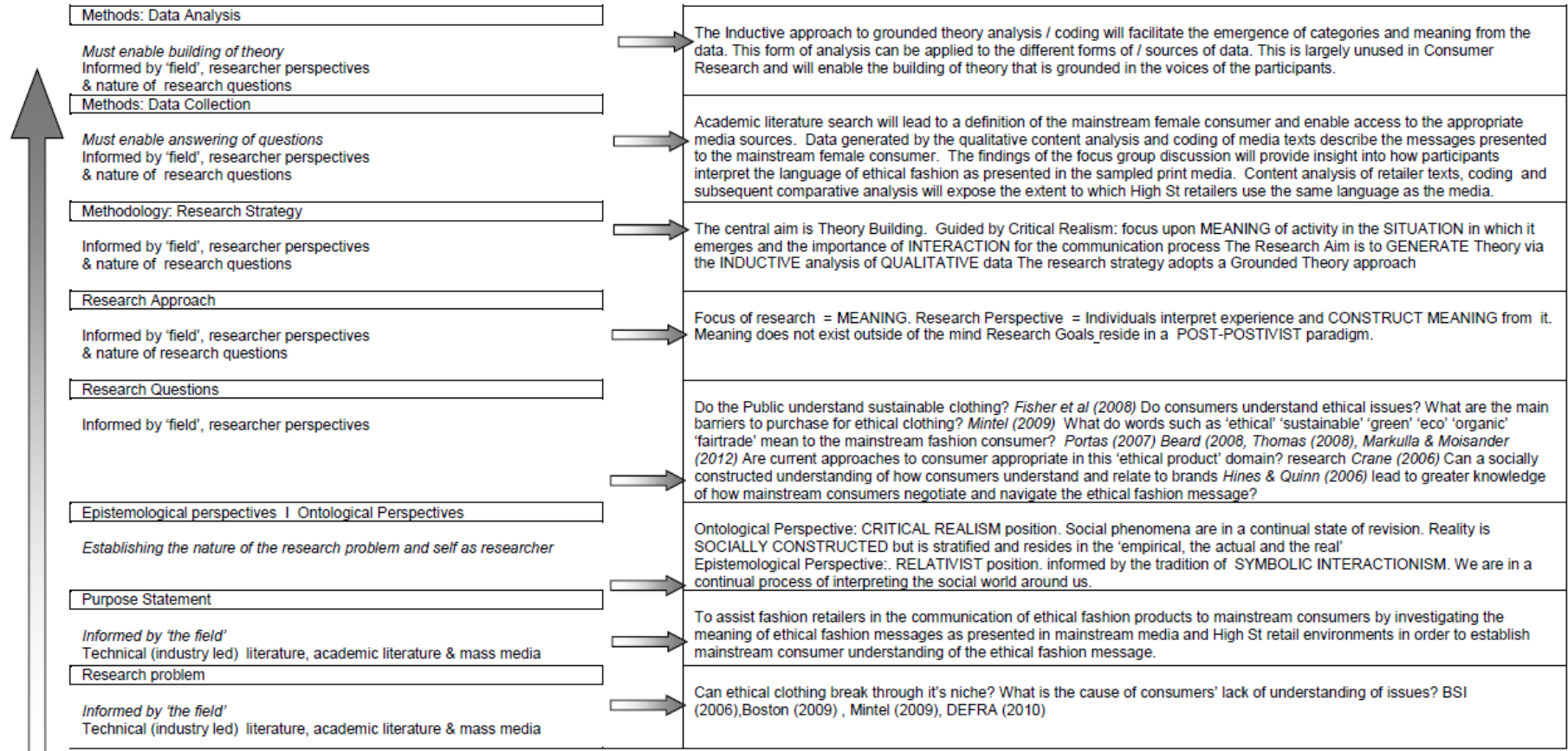
2007	Visioning Sustainable Retail	<p>There is a clear willingness emerging among companies in the retail sector to show leadership and responsibility towards greater sustainability in their operations, within their supply chains and towards their customers. To explore how the retail sector and government can catalyse this action to achieve a vision for sustainable retail, the Sustainable Development Commission (SDC) convened a one-day deliberative workshop that brought together fifty-six sustainability experts from the retail sector, government, academia and civil society organisations.</p> <p>The purpose of the workshop was to explore:</p> <ul style="list-style-type: none"> • the implications of sustainability for retail • what a vision of sustainable retail might comprise, and • what would help catalyse change towards such a vision. <p>This document provides a summary of the deliberative discussions from the workshop.</p>
2007	You Are What You Sell Product Roadmapping (Sustainable Development Commission)	<p>This primer outlines the opportunities for business and government in taking a products-focused approach and explains why products are becoming crucial to policy thinking around sustainability. It introduces practical tools, including Product Roadmapping for Sustainability, that can help transform what we buy into inspiring stories about the practicality and promise of sustainable development.</p>
2010	Marketing Excellence 2 M&S(Marketing For Sustainable Consumption) (Case Study - Marketing)	<p>We believe that The Marketing Society Awards for Excellence in association with Marketing set the standard of marketing excellence in the UK. They have established this reputation over a period of more than 25 years, and they have always been based on the principle of searching out the best examples of different marketing techniques in action, that showcase great strategic thinking, great creativity and perfect execution. In order to be a winner of one of the Society's Awards, marketers have to demonstrate that what they have done is outstanding in comparison with marketing in all industries not just their own particular sector. If a marketing story has been good enough to impress our judges, then all marketers can learn from it – however senior they have become. The collection of case histories brought together in this book is the best of the best from the past four</p>
		<p>years of our Awards, and I am confident that it truly demonstrates marketing excellence. I have been truly inspired by these case studies and I hope you will be too.</p>
2011	Sustainable Clothing Roadmap Progress Report 2011	<p>Led by Defra, and working closely with sector experts, the roadmap is based on the co-ordinated action of key clothing and fashion stakeholders – the people best placed to make effective improvements throughout their operations. From April this year, Defra's delivery body, the Waste and Resources Action Programme (WRAP), will formally take over the running of the roadmap. This progress report outlines what has been achieved since 2007 in terms of our understanding of the concept of sustainable clothing, through evidence gathering and stakeholder engagement. A number of the actions which form part of the roadmap's 'action plan' have been included with the aim of demonstrating some of our achievements and sharing best practice.</p>
2012	Bsr Sustainable Fashion Design Oxymoron No More 2012	Case Studies: Sustainable Fashion Design
2012	Nice_Consumer_Discussion_Paper 2012	0
2012	Nice-Consumer-Framework 2012	0

Appendix 2 Literary focus of participant sampling

Boycotting and participation in anti-consumption events				
Author / Date		Sample	Construct (?)	Findings
Shaw & Clarke (1999)	UK	Two focus groups of 16 subscribers of the <i>Ethical Consumer</i> magazine	Information sources	Main information sources are magazines such as the <i>Ethical Consumer</i> , the retailer, labelling, and advertising
Carrigan & Attalla (2001)	UK	Two focus groups of 10 participants. No information on how they were selected	Decision-making process, criteria	Ethical criteria not always considered when shopping, companies with poor ethics selected when convenient. Unethical conduct more often remembered than ethical
Carrigan et al. (2004)	UK	7 in-depth interviews with consumers over the age of 50, interested in boycotting . Sampled after posting leaflets, through FT shops	Practices, meaning	Quality most important when buying. Disapproval of extremist approaches to consumer activism, opt for boycotting, mostly FT. Ethical consumption seen as a moral obligation
Memery et al. (2005)	UK	7 focus groups of ethical consumers recruited after a filter questionnaire	Decision-making criteria	Three clusters of criteria matter in grocery shopping: food quality and safety, human rights, and ethical trading and green issues. At times, trade-offs with price and convenience
Shaw et al. (2006)	UK	Phenomenological interviews with 10 consumers from an “ethical product” fair	Meanings	Ethical purchasing seen as voting. They feel part of a wider imagined collective movement
Carey et al. (2008)	UK	In-depth interviews with 9 members of families practicing ethical consumption . Observation unit the family	Identity construction, family decision making, practices, motivations	Ethical consumption an integral part of the parents' identity, especially the mothers. Trade-offs exist, since the parents try to mold their ethical views without being authoritative
McDonald et al. (2009)	UK	Semi-structured interviews with 99 ethical consumers . Initial sample sourced through advertising in ethical organizations, then snowball technique employed	Information search, decisionmaking process	Sustainability criteria not used consistently for the purchase of different types of products. Ethical consumers stricter when buying fast moving products and green energy tariffs. Ethical labels and magazines like <i>Which?</i> the main informational sources
Szmigin et al. (2009)	UK	In-depth interviews with 9 ethical consumers . Sample through snowballing technique	Identity construction	Conscious ethical consumers acknowledge inconsistencies in everyday consumption, displaying varying degrees of flexibility. Ethical consumption as a continuum
Voluntary Simplicity / Ethical Simplification				
Shaw & Newholm (2002)	UK	16 case studies of ethical consumers and 2 focus groups where 15 ethical consumers participated	Practices, motivation	Voluntary simplification translated in diet simplification, e.g., meat abstinence, avoidance of private transport, purchase of second-hand products. Ethical simplifiers' main driver integrity, not changing the world
Shaw & Moraes (2009)	UK	In-depth interviews with 28 voluntary simplifiers . Sampled through ads	Meanings	Voluntary simplicity practices intend to create healthier and greener lifestyles, not to escape the market
Bekin et al. (2007)	UK	3-year ethnography in 6 communities of voluntary simplicity	Practices	Waste management achieved through self-production for the community, recycling, reuse of products, repair of old products, and purchase of second-hand products

Appendix 3: Research Framework

informed by Cresswell, (2003); Richards, (2005); Shield & Tijalli, (2006); Whisker, (2008)



Appendix 4: Ethics Approval and Participant Engagement & Data Sheets



Manchester
Metropolitan
University

ETHICS CHECK FORM

This checklist must be completed for every project. It is used to identify whether there are any ethical issues associated with your project and if a full application for ethics approval is required. If a full application is required, you will need to complete the 'Application for Ethical Approval' form and submit it to the relevant Faculty Academic Ethics Committee, or, if your research falls within the NHS, you will need to obtain the required application form from the National Research Ethics Service available at www.nres.npsa.nhs.uk/ and submit it to a local NHS REC.

Before completing this form, please refer to the University's Academic Ethical Framework (www.rdu.mmu.ac.uk/ethics/mmuframework) and the University's Guidelines on Good Research Practice (www.rdu.mmu.ac.uk/rdegrees/goodpractice.doc).

Project and Applicant Details

Name of applicant (Principal Investigator):	Joanna Blanco-Velo
Telephone Number:	07974 178804
Email address:	j.blanco-velo@mmu.ac.uk
Status: (please circle as appropriate)	Undergraduate Student <u>Postgraduate Student (Taught or Research)</u> Staff
Department/School/Other Unit:	Hollings Faculty
Programme of study (if applicable):	MPhil/PhD
Name of supervisor (if applicable):	Dr David Tyler
Project Title:	Mainstream consumer understanding of the ethical fashion message
Does the project require NHS Trust approval? If yes, has approval been granted by the Trust? Attach copy of letter of approval.	YES/NO

Ethics Checklist (Please answer each question by ticking the appropriate box)

	Yes	No	N/A
1. Will the study involve recruitment of patients or staff through the NHS, or involve NHS resources? If yes, you may need full ethical approval from the NHS.			✓
2. Does the study involve participants who are particularly vulnerable or unable to give informed consent (e.g. children, people with learning disabilities, your own students)?			
3. Will the study require the co-operation of a gatekeeper for initial access to the groups or individuals to be recruited (e.g. students at school, members of self-help group, nursing home residents)?			✓
4. Will the study involve the use of participants' images or sensitive data (e.g. participants personal details stored electronically, image capture techniques)?	✓		
5. Will the study involve discussion of sensitive topics (e.g. sexual activity, drug use)?			✓
6. Could the study induce psychological stress or anxiety or cause harm or negative consequences beyond the risks encountered in normal life?			✓
Will blood or tissue samples be obtained from participants?			✓
8. Are drugs, placebos or other substances (e.g. food substances, vitamins) to be administered to the study participants or will the study involve invasive, intrusive or potentially harmful procedures of any kind?			✓
Is pain or more than mild discomfort likely to result from the study?			✓
Will the study involve prolonged or repetitive testing?			✓
	Yes	No	N/A

Ethics Matters

11. Will it be necessary for participants to take part in the study without their knowledge and informed consent at the time (e.g. covert observation of people in non-public places)?			√
12. Will financial inducements (other than reasonable expenses and compensation for time) be offered to participants?			√
13. Is there any possible risk to the researcher (e.g. working alone with participants, interviewing in secluded or dangerous)?			√
14. Has appropriate assessment of risk been undertaken in relation to this project?	√		
15. Does any relationship exist between the researcher(s) and the participant(s), other than that required by the activities associated with the project (e.g., fellow students, staff, etc)?			√
16. Faculty specific question, e.g., will the study sample group exceed the minimum effective size?			√

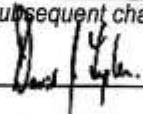
If you have ticked 'no' or 'n/a' to all questions, attach the completed and signed form to your project approval form, or equivalent. Undergraduate and taught higher degree students should retain a copy of the form and submit it with their research report or dissertation (bound in at the end). MPhil/PhD, and other higher degree by research, students should submit a copy to the Faculty Research Degrees Sub-Committee with their application for registration (RD1) and forward a copy to their Faculty Academic Ethics Committee. Members of staff should send a copy to their Faculty Academic Ethics Committee before commencement of the project.

If you have ticked 'yes' to **any** of the questions, please describe the ethical issues raised on a separate page. You will need to submit your plans for addressing the ethical issues raised by your proposal using the 'Application for Ethical Approval' form which should be submitted to the relevant Faculty Academic Ethics Committee. This can be obtained from the University website (<http://www.rdu.mmu.ac.uk/ethics/index.php>).

If you answered 'yes' to question 1, you may also need to submit an application to the appropriate external health authority ethics committee, via the National Research Ethics Service (NRES), found at <http://www.nres.npsa.nhs.uk/>, and send a copy to the Faculty Academic Ethics Committee for their records.

Please note that it is your responsibility to follow the University's Guidelines on Good Research Practice and any relevant academic or professional guidelines in the conduct of your study. **This includes providing appropriate information sheets and consent forms, and ensuring confidentiality in the storage and use of data.** Any significant change in the question, design or conduct over the course of the research should be notified to the relevant committee (either Faculty Academic Ethics Committee or Local Research Ethics Committee if an NHS-related project) and may require a new application for ethics approval.

Approval for the above named proposal is granted

I confirm that there are no ethical issues requiring further consideration. (Any subsequent changes to the nature of the project will require a review of the ethical consideration(s).)	
Signature of Supervisor (for students), or Manager (for staff):	
Date: 4/4/2017	Re-signed to replace unretrievable original
Originally processed and approved within the department via Hollings Faculty system	

Approval for the above named proposal is not granted

I confirm that there are ethical issues requiring further consideration and will refer the project proposal to the Faculty Academic Ethics Committee.	
Signature of Supervisor (for students), or Manager (for staff):	_____
Date:	_____

Ethics Matters

Separate page for ethical issues:-

4. Will the study involve the use of participants' images or sensitive data (e.g. participants personal details stored electronically, image capture techniques)?	√		
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The study will collect data via focus group discussion. A participant data collection sheet and a participant consent form has been designed and will be completed by each participant. Please see attached.

5. Has appropriate assessment of risk been undertaken in relation to this project?	√		
--	---	--	--

Yes in relation to researcher safety and in the appropriate confidentiality / storage of participant data.

Ethics Approval

Dear Participant,

Welcome to this Focus Group.

Thank you for giving your valuable time to participate in this research exercise. I appreciate your involvement and your contribution.

The Focus Group session will last approximately 1 hour and will involve a degree of personal participation and a spoken contribution from each member of the group. The session will be video recorded to aid analysis after the event. Please be assured that your comments and identity will remain anonymous in the reporting and publishing of findings.

You will participate in 2 activities and an informal discussion about your understanding of a set of words. You are free to leave the session if at any time you feel unable to contribute.

The data generated in this session will be kept for the period of time required to complete and submit my PhD thesis.

To allow me to record your satisfaction with this process and your willingness to proceed, please sign both copies of this letter. One copy is for you to keep and the other for me to keep along with your data record sheet.

With sincere thanks



Joanna Blanco-Velo

Signature of Participant:



Data Record

Age: 24

Marital Status: Single

Job: Customer Service

Highest Qualification: AS level in business studies
NVQ in business studies

Which High Street Stores do you buy clothes from?

Primark, River Island, Dorothy Perkins
TK Maxx

Which Fashion Magazines do you read?

Heat, The Star

Which Newspapers do you read?

(You might not buy them)

News of the World

Do you have a favourite TV channel?

No

Which fashion websites do you use?

ASOS

Which mail-order fashion companies do you use?

Have you ever followed a fashion blog?

If so which one/s

No

Do you own any "ethical" clothing?

If so, which brands?

No

HOLLINGS FACULTY



Dear Participant,

Welcome to this Focus Group.

Thank you for giving your valuable time to participate in this research exercise. I appreciate your involvement and your contribution.


The Focus Group session will last approximately 1 hour and will involve a degree of personal participation and a spoken contribution from each member of the group. The session will be video recorded to aid analysis after the event. Please be assured that your comments and identity will remain anonymous in the reporting and publishing of findings.

You will participate in 2 activities and an informal discussion about your understanding of a set of words. You are free to leave the session if at any time you feel unable to contribute.

The data generated in this session will be kept for the period of time required to complete and submit my PhD thesis.

To allow me to record your satisfaction with this process and your willingness to proceed, please sign both copies of this letter. One copy is for you to keep and the other for me to keep along with your data record sheet.

With sincere thanks


Joanna Blanco-Velo

Signature of Participant:



Data Record

Age: 33

Marital Status: Single

Job: Programme & Marketing Manager

Highest Qualification: BA

Which High Street Stores do you buy clothes from?

Gap, Bennetton, Marks & Spencers, Monsoon

Which Fashion Magazines do you read?

none

Which Newspapers do you read?

(You might not buy them)

Guardian

Do you have a favourite TV channel?

Don't watch TV

Which fashion websites do you use?

none

Which mail-order fashion companies do you use?

Toast, Howies

Have you ever followed a fashion blog?

If so which one/s

no

Do you own any "ethical" clothing?

If so, which brands?

Howies, Icebreaker, Patagonia

Appendix 4:1 Coding Procedure

Appendix 4:1:1 Frame Coding

Title	Edition	Article Title	Media Frame	Frame Definitions
The Daily Mail	18 May 2006	'Ali's trendy Edun line may be just too green for America' by Liz Todd	Communication of / Communication for	<p>Communication ABOUT Ethical Fashion (CaEF)</p> <p>Entman's problem definition</p> <p>Communication OF Ethical Fashion (CoEF)</p> <p>Entman's moral evaluation and causal interpretation</p> <p>Communication FOR Ethical Fashion (CfEF)</p> <p>Entman's treatment recommendation</p>
The Daily Mail	5 June 2006	'Eco Chic' By Shoshna Goldberg	Communication of / Communication for	
The Daily Mail	13 November 2006	'Guilt-free fashion?' by Andrea Thompson	Communication of / Communication for / Communication about	
The Daily Mail	7 September 2007	'Bamboo bras and other 'must haves' for the environmentally friendly fashion victim' Author unknown	Communication for	
The Mail on Sunday	22 April 2007	'Moral Fibres' by Josh Sims	Communication of / Communication for	
The Mail on Sunday	22 April 2007	'The dirty truth about Dave's green trainers' By Simon Parry	Communication of	
The Sun	11 September 2006	'Is Green the New Black?' by Erica Davies	Communication of	
The Sun	17 October 2006	'Sun Spot' Author Unknown	Communication about	
The Sun	12 March 2007	'Crikey' by Neil Sibson	Communication for	
The Sun	28 April 2007	'Eco bag 'con'' by Kathryn Lister	Communication for	
The Sun	07 July 2008	'Are You the Eco Chic-est?' by Toni Jones	Communication for	
The News of the World	22 June 2008	'Penneys from hell' by Dan McDougall & Emma McMenamy	Communication of / Communication for	
The News of the World	12 June 2008	'If it's Green, its here' by Caroline Morahan	Communication of / Communication for / Communication about	
The Mirror	23 June 2008	'Is ethical shopping a luxury we can afford?; exclusive Primark caught using child labour' by Damien Fletcher	Communication of / Communication about	
Metro	6 February 2007	'Good causes sweep NY fashion week' Author unknown	Communication of / Communication for / Communication about	
Metro	5 December 2008	'Primark Workers 'earn 7p an hour' Author unknown	Communication of / Communication for / Communication about	
Cosmopolitan	April 2008	'BBC launch eco-fabulous fashion mag' by Bridget March	Communication for	
Glamour	April 2008	'Green Goddess' Author unknown	Communication of	
Marie Claire	June 2008 (Eco Edition)	'Mary Queen of Green' by Mary Portas	Communication of / Communication for / Communication about	
Marie Claire	June 2008 (Eco Edition)	'Fashion Challenge' by E Sibbles, H Pool, J Dyson	Communication of / Communication for	

Table 4:2:1 Magazine Article Sample: Frame Coding

Appendix 4:1:2 Sample Article

MY ETHICAL JOURNEY BEGAN WHEN, AS A GESTURE OF GOODWILL, I DECIDED TO SPRING CLEAN MY WARDROBE FOR THE VISA SWAP PROMOTION WITH TRAUD.

In good faith, I took some of my old designer pieces - Dries van Noten, Moschino and Byblos to the Knightsbridge shop in return for points to spend on someone else's clear out. The idea was terrific. I was really happy to see my old clothes go to someone else in the name of charity but, I couldn't find anything I wanted among rammed rails of clothing that frankly belonged in a jumble sale.

The experience left me disappointed and only reinforced the image I had that the phrase 'ethical fashion' conjured up images of 'holier than thou', misshapen, handknitted jumpers and the muesli-eating brigade. I felt it was time to delve deeper behind consumer apathy and to see how retailers can help shift the dry and crusty reputation of ethical fashion.

When we buy organic or fair-trade food, the benefits are obvious - it's healthier, it tastes better and we know we are helping producers earn a decent wage. We love the feel-good factor that we are supporting our local farmer or cottage industry, but I've noticed doing my TV series, *Mary, Queen of Shops*, that it is practically impossible to get consumers to shop for fashion locally, let alone ethically. With the plethora of ethical and eco fashion products and messages coming onto the market almost weekly, we need clarity of information. How can consumers navigate their way through this information overload? Evidently, we haven't got our heads round ethical fashion yet, and I think that's because we are all totally confused. Why should we buy an organic T-shirt and who will benefit? What will persuade us to relinquish our love of designer brands and why should we have to compromise? And, more importantly, will I look fashionable or like Tom and Barbara in *The Good Life*?

The average consumer understands and does their bit. We will willingly pay a premium to buy organic or fair-trade food. We will use natural and organic beauty products, switch our washing machines to 30°, turn off lights, use unleaded fuel, or buy a Smart car or a Prius. We will separate glass from cardboard and recycle our rubbish. We will forgo our holidays abroad to offset our carbon footprint. We will make every attempt to get 'stuck in' and, inspired by Jamie Oliver, grow organic food in our window boxes but ask me to forgo my flowerfairy surrealheeled Prada shoes and I'll stamp those heels like a two-year-old. I refuse to dress like a geography teacher and, to tell you the truth, us women just won't compromise on the way we look.

'WE ARE ALL CONFUSED. WHY SHOULD WE BUY AN ORGANIC T-SHIRT AND WHO WILL BENEFIT?'

The reality is that fashion is a visual expression about who we are: the clothes we wear, the way we style ourselves is an external symbol which plays a very different role from food or beauty. Most women want to feel and look sexy - the whole point of fashion is to make us feel fantastic and we won't give up our It bags or our designer shoes unless we are offered: a chic, ethical alternative. After all, how realistic is it to ask us to relinquish our nation's love of labels and logos to support a fledgling, ethical brand? Oddly enough, unlike food and beauty, where small is pure and fabulous, I think we will only start to take ethical fashion seriously if the big boys make it sexy and give it the authority and the support of an innovative fashion leader to set the benchmark.

'I DESPAIR WHEN I SEE A FEW FAIR-TRADE T-SHIRTS IN THE MASSIVE FASHION CHAINS. IT'S A TOTAL LIP SERVICE'

So where can we find really great, gorgeous clothes that combine fashion and flair with ethical concerns? Katharine Hamnett was one of the first to get on board in the Eighties, and what she has done is amazing. 'When we saw evidence that 10,000 people were dying each year from pesticide poisoning in cotton agriculture, we realised we had to do something: she says. 'It is incredibly hard for companies to be 100 per cent ethical. We had to battle the indifference of the industry, get the raw materials, and buy vast quantities just to make one tiny zip. Our first pair of ethical trousers cost £25,000 to make! But someone had to take those first steps

and now it is part of our heritage and a great selling point. The WWF recently said that the rise in consumer concerns is the biggest culture shift of the 21st century. How we consume decides the future of the planet.'

One of my favourite designers, Phillip Lim, has gone green this season with of his fabulous Go Green Go " Collection - ten eco-friendly. pieces in sustainable silk and undyed and untreated organic cotton. Danish label Noir has done a cracking job by creating a drop-dead gorgeous catwalk collection of beautiful, sexy clothes, and a percentage of profits goes back to Africa to support the cotton workers. Then there is the wonderful luxury knitwear manufacturer .

John Smedley, which has' been manufacturing from the oldest mill in the world since 1784. When I know stuff like that, I want to give them my support. this season, John Smedley is launching the 'Luxury Redefined' perfect T-shirt, made in Derbyshire from naturally irrigated, organic, fair-trade, luxury Peruvian cotton, from a mill powered by renewable energy.

But not everyone can afford the high designer price tags, so how can we put our ethical values into practice in everyday life? I do despair when I see a few fair-trade organic T-shirts displayed in some of the massive value fashion chains. I think it's a total lip service, especially as most of the stock is rubbish, produced in the sweatshops of Asia, stacked high and sold cheap.

FAIR AND FABULOUS

Designer Phillip Lim, left, has a new ethical collection; Katharine Hamnett is queen of the green slogan, below left; while Marks & Spencer is leading the fight on the high street, below

On the high street, Marks & Spencer has taken a stand and announced five key areas of environmental and ethical policy and has committed to launching organic cottons; linens and wools. By 2012, it aims to make all polyester products including homeware and clothing from recycled plastic bottles. 'I think there will be an increase in the volume of clothes made from fabrics such as fair-trade and organic cotton and from recycled materials: says Stuart Rose. 'For example, we have a range of fleeces made from recycled plastic bottles. So far, we have bought 360,000 recycled garments, which equates to 4.8 million 2-litre bottles. Every British household uses an average of 373 plastic bottles a year - that's over 50 children's fleeces.' Global campaigns such as the (PRODUCT) RED initiative, have really galvanized high-street and luxury brands, and now Gap is on board with a limited-edition collection of clothing and accessories.

Since Jane Shepherdson left TopShop in 2006, she has worked for Oxfam and People Tree and plans to make ethical clothes a big part of her new venture at Whistle: 'I think, at the moment, you have to choose between wearing beautiful clothes or ethical ones: she says; 'We need to ensure you can have both. At Whistles, ethical clothes are one of my top priorities. We want complete visibility. We shouldn't be enjoying ourselves at the expense of others. Most shops won't do anything until they have to and, now consumers are voicing their concerns, it's starting to happen.- 'I think buying a £7 dress is the same as buying a battery chicken: Shepherdson continues. 'There is no way someone could have been paid a living wage to make it. It's not hard to understand; I just think people choose not to. Can I imagine all clothes will be ethical one day? I'd like to think we could achieve that in four or five years, but I'm doubtful. At least we are moving in the right direction.'

It is vital that we get our heads around these issues so that we can make informed fashion and lifestyle choices. The fact is that, today, there is far too much fashion out there. There's just too much stuff. We need to create a shift in our fashion buying away from 'disposable' clothes. More than 1 million tonnes of textiles are thrown away every year, with most of this coming from household sources, and at least 50 per cent of the textiles we throw away are recyclable. I am also not surprised to learn that charity shops are now rejecting cheap, fast fashion clothes. Shopping at charity shops is a massive opportunity - we need to turn recycling clothes into something sexy. Clothes should look fresh, laundered and well-packaged. In fact, I passionately believe that we are missing a trick here, and it's something I'm going to look at in my next TV series. Mary Queen of Charity Shops and I'll show you how to make recycling sexy and commercial!

'THE ONLY WAY ETHICAL FASHION CAN COMPETE IS TO MAKE THE CONSUMER FEEL VIRTUOUS AND FABULOUS'

But how can ethical fashion compete with fast fashion? We need to focus on quality not quantity and move away from buying too much too cheap. Next time you go to pay ten quid for a frock, why not ask yourself how this company can afford to sell this so cheaply? Ethical fashion collections must focus on the best, and if we reduce mass consumption of fast fashion, I truly believe that consumers will happily pay more for quality products. Shopping will be seen as precious, meaningful social time, not just a quick fix for cheap garments that will end up as landfill.

I must admit that the subject of ethical fashion is much more complex than I first realised. In such a selfconscious world based on appearance and beauty, it appears that fashion has finally found its social conscience, but there is still a long way to go. Organisations like the Ethical Fashion Forum, a network of designers, businesses and organisations with focus on social and environmental sustainability in the fashion industry, are helping to shift perception. Consumers need to understand the ramifications of what they " are buying - they need to understand that what they buy affects the chain, the products themselves and creates by-products. The only way that ethical fashion can compete in today's market is by making the consumer feel both virtuous and fabulous, but I'm afraid it's not going to happen overnight

Mary, Queen of Shops is coming to BBC2 soon.

Table 4:2:2 Sample Magazine Article: Marie Claire 2008 – Mary Queen of Green by Mary Portas

Appendix 4:1:3 NVivo Process Coding Summary By Source

Classification	Aggregate	Coverage	Number Of Coding References	Reference Number	Coded By Initials	Modified On
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Document

Internals\\A 2006 08 Magazine Articles\\MClairPortas

Node

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Conscious Consumer\\Behaving

ethically No 0.0368 1

1 JBV 11/11/2009 20:15

...a selfconscious world based on appearance and beauty, it appears that fashion has finally found its social conscience, but there is still a long way to go. Organisations like the Ethical Fashion Forum, a network of designers, businesses and organisations with focus on social and environmental sustain ability in the fashion industry, are helping to shift perception.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Conscious Consumer\\

Considering social sustainability

No 0.0368 1

1 JBV 11/11/2009 20:16

...a self-conscious world based on appearance and beauty, it appears that fashion has finally found its social conscience, but there is still a long way to go. Organisations like the Ethical Fashion Forum, a network of designers, businesses and organisations with focus on social and environmental sustain ability in the fashion industry, are helping to shift perception.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Conscious Consumer\\Finding

conscience

No 0.0368 1

1 JBV 11/11/2009 20:16

...a self-conscious world based on appearance and beauty, it appears that fashion has finally found its social conscience, but there is still a long way to go. Organisations like the Ethical Fashion Forum, a network of designers, businesses and organisations with focus on social and environmental sustain ability in the fashion industry, are helping to shift perception.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Conscious Consumer\\[Wanting to know more](#)

No 0.0367 1

1 JBV 23/08/2013 16:14

...a self-conscious world based on appearance and beauty, it appears that fashion has finally found its social conscience, but there is still a long way to go. Organisations like the Ethical Fashion Forum, a network of designers, businesses and organisations with focus on social and environmental sustain ability in the fashion industry, are helping to shift perception.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Eco\\[confusing](#)

No 0.0133 1

1 JBV 11/11/2009 19:59 with the

plethora of ethical and eco fashion products and messages coming onto the market almost weekly, we need clarity of information.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Eco\\[Green](#)

No 0.0106 1

1 JBV 11/11/2009 20:00

Philliip Lim, has gone green this season with his fabulous Go Green Go " Collection - ten eco-friendly. pieces

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Environmental\\[recycled](#)

No 0.0234 1

1 JBV 11/11/2009 15:11

For example, we have a range of fleeces made from recycled plastic bottles. So far, we have bought 360,000 recycled garments, which equates to 4.8 million 2-litre bottles. Every British household uses an average of 373 plastic bottles a year

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Environmental\\[sustainable](#)

No 0.0063 1

1 JBV 11/11/2009 15:12

...and environmental sustainability in the fashion industry,

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Ethical\\Being anti fast fashion

No 0.0419 1

1 JBV 11/11/2009 13:46 how can

ethical fashion compete with fast fashion? We need to focus on quality not quantity and move away from

buying too much too cheap. Next time you go to pay ten quid for a frock, why not ask yourself how this company can afford to sell this so cheaply? Ethical fashion collections must focus on the best, and if we reduce mass consumption of fast fashion,

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Ethical\\Being organic

No 0.0176 1

1 JBV 11/11/2009 13:44 ...the high street, Marks & Spencer has taken a stand and announced five key areas of environmental and ethical policy and has committed to launching organic cottons; linens and wools.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Ethical\\Being undesirable

No 0.0699 3

1 JBV 11/11/2009 13:36 The experience left me disappointed and only reinforced the image I had that the phrase 'ethical fashion' conjured up images of 'holier than thou', misshapen, hand-knitted jumpers and the muesli-eating brigade.

2 JBV 11/11/2009 13:37 I felt it was time to delve deeper behind consumer apathy and to see how retailers can help shift the dry and crusty reputation of ethical fashion.

3 JBV 11/11/2009 13:41 Evidently, we haven't got our heads round ethical fashion yet, and I think that's because we are all totally confused. Why should we buy an organic T-shirt and who will benefit? What will persuade us to relinquish our love of designer brands and why should we have

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Ethical\\Being unfashionable

No 0.0691 3

1 JBV 10/11/2009 16:52
The experience left me disappointed and only reinforced the image I had that the phrase 'ethical fashion' conjured up images of 'holier than thou', misshapen, handknitted jumpers and the muesli-eating brigade.

2 JBV 10/11/2009 16:52 it was time to delve deeper behind consumer apathy and to see how retailers can help shift the dry and crusty reputation of ethical fashion.

3 JBV 11/11/2009 13:41
Evidently, we haven't got our heads round ethical fashion yet, and I think that's because we are all totally confused. Why should we buy an organic T-shirt and who will benefit? What will persuade us to relinquish our love of designer brands and why should we have

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Ethical\\Challenging for retailers

No 0.0351 2

1 JBV 11/11/2009 13:43
is incredibly hard for companies to be 100 per cent ethical. We had to battle the indifference of the industry, get the raw materials, and buy vast quantities just to make one tiny zip. Our

Page 6 of 61

**Table 4:2:3 NVivo Process Coding Summary By Source - Marie Claire 2008
Mary Queen of Green by Mary Portas**

Appendix 4:1:4 NVivo Process Coding Summary *a-priori* code ‘Sustainable’

Aggregate	Classification	Coverage	Number Of Coding References	Reference Number	Coded By Initials	Modified On
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Node

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\100% Organic

Document

Internals\\B 2006 08 Newspaper Articles\\Daily Mail Guilt

No	Newspaper Article	0.0159	1	1	JBV
10/11/2009				17:13	
This isn't to be confused with 'ecological' clothing lines, which are totally composed of sustainable products that cause no harm to the environment and are 100 per cent organic.					

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\Eco Friendly

Document

Internals\\A 2006 08 Magazine Articles\\MClairePortas

No	Magazines	0.0192	1	1	JBV
10/11/2009				17:10	of
my favourite designers, Phillip Lim, has gone green this season with his fabulous Go Green Go " Collection - ten eco-friendly. pieces in sustainable silk and undyed and untreated organic cotton.					

\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\ecological

Document

Nodes

Internals\\B 2006 08 Newspaper Articles\\Daily Mail Guilt

No Newspaper Article 0.0159 1

1 JBV

10/11/2009

17:12 This isn't to

be confused with 'ecological' clothing lines, which are totally composed of sustainable products that cause no harm to the environment and are 100 per cent organic.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\Ethical

Document Internals\\A 2006 08 Magazine Articles\\MClairePortas

No Magazines 0.0451 1

1 JBV 10/11/2009

17:11 I admit

that the subject of ethical fashion is much more complex than I first realised. In such a self-conscious world based on appearance and beauty, it appears that fashion has finally found its social conscience, but there is still a long way to go. Organisations like the Ethical Fashion Forum, a network of designers, businesses and organisations with focus on social and environmental sustainability in the fashion industry, are helping to shift perception.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\Formally certified

Document

Internals\\B 2006 08 Newspaper Articles\\Daily Mail Guilt

No Newspaper Article 0.0206 1

1 JBV 10/11/2009

17:14 These

must be recognised by the Sustainable Textile Certification system and include Levis' latest 'Eco' range of jeans, which are totally composed from recycled materials, including coconut shell and non-galvanised metal buttons.

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\Green

Document

Internals\\A 2006 08 Magazine Articles\\MClairePortas

No Magazines 0.0192 1

1 JBV 10/11/2009

17:10 of

my favourite designers, Philip Lim, has gone green this season with his fabulous Go Green Go " Collection - ten eco-friendly pieces in sustainable silk and undyed and untreated organic cotton. Da

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\negative impact

Document

Internals\\B 2006 08 Newspaper Articles\\Mail on Sunday
The_dirty_truth_about_Dave's_green_trainers

No	Newspaper Article	0.0198	1				
				1	JBV	10/11/2009	17:15
Started in 2003, Terra Plana, the parent company of Worn Again, calls itself the ultimate eco shoe brand. It aims to be 'the most innovative and sustainable designer shoe brand in the world' and make as little negative impact on the environment							

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\No environmental harm

Document

Internals\\B 2006 08 Newspaper Articles\\Daily Mail Guilt

No	Newspaper Article	0.0159	1				
				1	JBV	10/11/2009	17:12
This isn't to be confused with 'ecological' clothing lines, which are totally composed of sustainable products that cause no harm to the environment and are 100 per cent organic.							

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\recycled materials

Document

Internals\\B 2006 08 Newspaper Articles\\Daily Mail Guilt

No	Newspaper Article	0.0206	1				
				1	JBV	10/11/2009	17:14
These must be recognised by the Sustainable Textile Certification system and include Levis' latest 'Eco' range of jeans, which are totally composed from recycled materials, including coconut shell and non-galvanised metal buttons.							

Nodes\\Tree Nodes\\Media Meanings\\Meanings of Sustainable\\Social Conscience

Document

Internals\\A 2006 08 Magazine Articles\\MClairPortas

No	Magazines	0.0451	1
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10/11/2009

1 JBV

17:11 I admit that the subject of ethical fashion is much more complex than I first realised. In such a self-conscious world based on appearance and beauty, it appears that fashion has finally found its social conscience, but there is still a long way to go. Organisations like the Ethical Fashion Forum, a network of designers, businesses and organisations with focus on social and environmental sustainability

Table 4:2:4 NVivo Process Coding Summary *a-priori* code 'Sustainable'

Appendix 4:1:5 Screen Grab: NVivo Nodes - Process Coding meanings of *a-priori* code 'Ethical Fashion'

File Home Create External Data Analyze Explore Layout View

Go Refresh Open Properties Edit Paste Copy Merge Format Paragraph Styles Editing

Workspace Item Clipboard

PDF Selection Find Replace Delete Insert

Look for: Search In Media Meanings Find Now Clear Advanced Find

Nodes

- Nodes
 - Cases PARTICIPANTS
 - Cases RETAILERS
 - Free Nodes
 - F Gp Source of Knowledge
 - F Gp Word Associations
 - F Gp Words Meaning
 - Lit review
 - Media use of Words
 - Tree Nodes
 - Focus group MEANINGS
 - Focus Group WORD ASSOC
 - Media Meanings
 - Relationships
 - Node Matrices

Media Meanings

Name	Sources	References	Created On	Created By	Modified On	Modified By	Classification
Meanings of Ethical	2	3	10/11/2009 16:18	JBV	10/11/2009 16:52	JBV	
Confusing	3	5	11/11/2009 13:40	JBV	23/08/2013 13:46	JBV	
Challenging for retailers	4	5	11/11/2009 13:43	JBV	23/08/2013 14:52	JBV	
Being unfashionable	2	4	10/11/2009 16:52	JBV	23/08/2013 13:36	JBV	
Being undesirable	2	4	11/11/2009 13:39	JBV	23/08/2013 13:46	JBV	
Compromising on style	2	4	11/11/2009 13:42	JBV	23/08/2013 13:46	JBV	
Relating to working practices	4	4	11/11/2009 13:53	JBV	23/08/2013 14:48	JBV	
Growing area for the fashion market	4	4	11/11/2009 13:56	JBV	23/08/2013 14:48	JBV	
Providing a retailer opportunity	3	3	11/11/2009 13:42	JBV	23/08/2013 13:46	JBV	
Being organic	3	3	11/11/2009 13:44	JBV	23/08/2013 13:46	JBV	
Being desirable	2	3	11/11/2009 13:49	JBV	23/08/2013 14:48	JBV	
Being stylish	2	3	11/11/2009 13:53	JBV	23/08/2013 14:48	JBV	
Being concerned about environment	2	2	11/11/2009 13:56	JBV	23/08/2013 14:48	JBV	

Meanings of Sustainable Meanings of Ethical

As eco fashion promises to be bigger than black this year the BBC have launched an online magazine called Thread; a one stop shop for ethical fashion advice.

If you're looking for inspiration on how to restore and recycle old threads, how to make eco-glam

Summary Reference Tag

In Nodes Code At

JBV 191 Items Sources: 2 References: 3 Unfiltered 100%

Appendix 4:1:6 Screen Grab - Nvivo analysis of source files / transcript production Focus Group 16th February 2010

The screenshot displays the Nvivo software interface for analyzing focus group transcripts. The top menu bar includes File, Home, Create, External Data, Analyze, Explore, Layout, View, and Media. The toolbar below the menu contains various playback and analysis tools.

Sources List (Left Sidebar):

- A 2006 08 Magazine Articles
- A 2009 10 Magazine Articles
- A 2011 12 Magazine Articles
- B 2006 08 Newspaper Articles
- B 2009 10 Newspaper Articles
- B 2011 12 Newspaper Articles
- C Pilot F Group Docs
- D Instore Observations
- E Literature Review
- F Academic Papers Consumer Typologies
- G1 Datasets
- G2 Focus Groups
- H 2010 H&M Web Pages
- I 2010 TESCO Web Pages
- J 2010 M&S Web Pages
- K Co CSR Docs

G2 Focus Groups Table:

Name	Nodes	References	Created On	Created By	Modified On	Modified By
Focus Group 16th Feb 2010	1	1	01/11/2010 23:50	JBV	03/08/2010 19:00	JBV
Focus Group 18th Feb 2010	0	0	01/11/2010 23:50	JBV	05/08/2010 18:27	JBV

Transcript Table (Right Panel):

Timespan	Content	Speaker
7 10:44.2 - 11:21.3	I think its because Im so involved with it, so, (laugh) the first thing... I want explain what it is, rather than... suddenly like a product or err... or something else so I think thats why maybe it comes into my head first. Right..Yes, well, you're probably right Ok. So lets just talk generally about the first things that did come into your mind. If you (Ruth) can kind of try and put the things you already know aside and come cold to it	Ruth
8 11:07.6 - 11:22.0	Food	Vicky

Status Bar (Bottom): JBV | 4 Items | Nodes: 1 | References: 1 | Read-Only | Unfiltered | 0:07.6/54:20.4 | 54:20.4

Appendix 4:1:7 Screen Grab NVivo - analysis of source files –coding of Focus Group discussion

The screenshot displays the NVivo software interface, which is used for qualitative data analysis. The interface is divided into several sections:

- Top Menu Bar:** Includes File, Home, Create, External Data, Analyze, Explore, Layout, and View.
- Toolbar:** Contains icons for Go, Refresh, Open, Properties, Edit, Paste, Merge, Cut, Copy, and various formatting options (Bold, Italic, Underline, Text Color, Background Color, Paragraph, Styles, Find, Replace, Insert, etc.).
- Left Panel (Nodes):** A tree view showing the hierarchical structure of the analysis. It includes:
 - Cases PARTICIPANTS
 - Cases RETAILERS
 - Free Nodes
 - F Gp Source of Knowledge
 - F Gp Word Associations
 - F Gp Words Meaning
 - Lit review
 - Media use of Words
 - Tree Nodes
 - Focus group MEANINGS
 - Focus Group WORD ASSOC
 - Media Meanings
 - Relationships
 - Node Matrices
- Search Bar:** Located at the top right of the main workspace, it includes a 'Look for:' field, a 'Search In' dropdown, and buttons for 'Find Now', 'Clear', and 'Advanced Find'.
- Main Workspace (Focus group MEANINGS):** This section displays a table of results for the search. The table has columns for Name, Sources, References, Created On, Created By, Modified On, Modified By, and Classification.

Name	Sources	References	Created On	Created By	Modified On	Modified By	Classification
3 Focus Gp meaning ECO	1	20	09/11/2009 15:42	JBV	20/08/2013 15:33	JBV	Person
Environment	1	2	19/02/2013 14:25	JBV	19/02/2013 14:31	JBV	
Environmentally Friendly	0	0	19/02/2013 14:24	JBV	19/02/2013 14:24	JBV	
Eco means aware of the environment around you	0	0	19/02/2013 14:25	JBV	19/02/2013 14:25	JBV	
Reduced negative impact on environment	0	0	19/02/2013 14:26	JBV	19/02/2013 14:26	JBV	
Environmentally friendly to the earth	0	0	19/02/2013 14:26	JBV	19/02/2013 14:26	JBV	
Ecologically sound	0	0	19/02/2013 14:27	JBV	19/02/2013 14:27	JBV	
A word associated with a product that is safe to the e	0	0	19/02/2013 14:27	JBV	19/02/2013 14:27	JBV	
environmental	0	0	19/02/2013 14:28	JBV	19/02/2013 14:28	JBV	
Good for the environment	0	0	19/02/2013 14:28	JBV	19/02/2013 14:28	JBV	
Environmentally friendly	0	0	19/02/2013 14:29	JBV	19/02/2013 14:29	JBV	
Ecological - word added to the front of products to su	0	0	19/02/2013 14:29	JBV	19/02/2013 14:29	JBV	
- Bottom Panel (Sources):** This section shows the sources used in the analysis. It includes a list of sources (Meanings of Sustainable, Meanings of Ethical, 10 Eco Fashion FGp Word Assoc) and a list of references (Reference 1 - 0.31% Coverage, Reference 2 - 0.31% Coverage, Reference 3 - 0.31% Coverage).
- Status Bar:** Located at the bottom of the window, it displays the current user (JBV), the number of items (238 items), the number of sources (1), the number of references (20), and the filter status (Unfiltered).

Appendix 4:1:8 Sample Transcript

Focus Group 16th February 2010

Data piece	Timespan	Content	Speaker	Coding
1	0:05.9 - 0:35.4	<p>Ok so if you want to just flick over the page on your flip chart there, you've got just 12 boxes. I'm going to show you a series of words, one after the other, and I want to know what you associate with these words. So nothing directly related to clothing necessarily - it's absolutely the first thing that comes into your mind</p> <p>So the first one is "organic". What's the first thing that comes to your mind</p>	Researcher	
2	0:38.5 - 4:21.5	<p>Second one is "conscious consumer". What comes into your mind when you see these words?</p> <p>Third one is "eco". What comes into your mind when you see this?</p> <p>Fourth word is "ethical fashion"</p> <p>Number five is "eco-chic"</p> <p>Six, "recycled"</p> <p>Number seven, "green".</p> <p>Number eight "environmental"</p> <p>Number nine, "sustainable"</p> <p>Number ten "eco fashion"</p> <p>Number eleven, "ethically conscious"</p> <p>And the final word, what comes into your mind when you see the word "fairtrade"?</p>	Researcher	
3	4:24.1 - 5:02.5	<p>So, we're going to go through these words again and now what I'd like you to do is, on the third sheet that you have there, is write down what you think these words mean. We've just gone through the first thing that comes to mind and what the things are that you associate with these words. I'm not interested now in dictionary definitions at all, just what you think the word means so...what does it mean to you.</p> <p>"Organic"...what does that word mean?</p>	Researcher	
4	5:06.2 - 5:27.4	<p>(realisation) The meanings kept coming into my mind first rather than what's associated with it!</p>	Ruth	

5	5:31.2 - 10:12.2	<p>That's fine; we'll come back to that...</p> <p>What does "conscious consumer" mean?</p> <p>What does "eco" mean?</p> <p>What does "ethical fashion" mean?</p> <p>What do you think "eco-chic" means?</p> <p>"Recycled", what does that mean?</p> <p>"Green", what does that mean?</p> <p>"Environmental"?</p> <p>Number nine, "sustainable". What does it mean?</p> <p>"Eco fashion", what does that mean?</p> <p>"Ethically conscious"?</p> <p>And finally, "fairtrade". What does that mean?</p>	Researcher	
6	10:16.4 - 10:42.1	Ok. Let's just go back to the word association exercise, Ruth you were saying it was a bit of a struggle. You kept putting the meanings?	Researcher	
7	10:44.2 - 11:21.3	<p>I think it's because I'm so involved with it, so, (laugh) the first thing... I want explain what it is, rather than... suddenly like a product or err... or something else so I think that's why maybe it comes into my head first.</p> <p>Right...Yes, well, you're probably right</p> <p>Ok. So let's just talk generally about the first things that did come into your mind.</p> <p>Vicky, let's just start with organic; what was the first thing that came to mind?</p>	Ruth Researcher	
8	11:07.6 - 11:22.0	Food	Vicky	
9	11:11.0 - 11:26.3	Fruit & veg	Amanda	
10	11:25.5 - 11:33.5	I put food & cotton	Ruth	
11	11:28.4 - 11:41.2	Ok, what about "conscious consumer"?	Researcher	
12	11:29.4 - 11:32.2	I was a bit...I... kind of went down the same route as you (Ruth) did I think, and tried to describe what it meant rather than...yeah...	Amanda	

		Why do you think that happened?		
13	11:30.3 - 12:07.5	I don't know really because I think... I'm not sure... it's not something that you sort of think about or...well, certainly not me. I don't really think about it or talk about it on a daily basis so to have it just sort of there it just made me think of...what actually is that...I think. I can't really explain it.	Amanda	
14	12:11.0 - 12:18.5	Is it because you're not seeing that word or using it every day that, first of all, you have to figure out what it means?	Researcher	
15	12:22.1 - 12:23.1	Yes exactly...whereas with "organic", you do see that all the time, don't you? That's why I think I went "fruit & veg" because that's the first thing that I associate with "organic".	Amanda	
16	12:28.4 - 12:30.7	Where do you see that word all the time?	Researcher	
17	12:30.2 - 12:32.7	Organic? Supermarkets.	Amanda	
18	12:34.1 - 12:47.1	It's actually on labels and things as opposed to like "conscious consumer" you wouldn't see that as part of a product - whereas organic... it's actually part of the product...it's an organic fruit & veg or it's an organic cauliflower, meal or whatever it is that your buying. (Amanda was agreeing with everything that Vicky was saying)	Vicky	
19	12:51.4 - 12:53.1	Ok...what about "eco"...what came to mind?	Researcher	
20	12:56.2 - 13:05.5	I put ecological but it's a bit of a buzz word I think. Do you know what I mean? They shove it on things to make it sound better.	Ruth	
21	13:09.1 - 13:27.3	I struggled a bit with this one actually...even though you see it everywhere. I've put environmental because even though I see it everywhere, I was thinking well...it's not what it means it's what you associate...for this one... but I thought "environmentally friendly" (Vicky interjected...she thought "environmental" too)	Amanda	
22	13:31.2 - 13:37.9	Vicky...anything else to say on "eco" before we move on?	Researcher	
23	13:39.4 - 14:00.1	Erm, I guessed it's the shortened version of ecological, I assume, but I thought I can't put that because that's the meaning rather than the first thing that came to mind. You kind of do think... eco...its environmentally friendly because they usually say eco- friendly so it's the same thing for me.	Vicky	
24	13:52.5 - 14:02.8	Ok and what about ethical fashion? What was the first thing that came to mind? Vicky?	Researcher	

25	13:56.2 - 14:06.1	I put cotton, hippy and aware	Vicky	
26	14:10.1 - 14:12.9	I've done the same thing (again) - I've started to talk about what it is. I've put clothes made and sourced in an ethical way	Amanda	
27	14:17.3 - 14:21.4	I've put fashion made ethically...it's a bit obvious!	Ruth	
28	14:24.2 - 14:27.1	Eco chic? Expensive & exclusive I've put.	Researcher Vicky	
29	14:31.2 - 14:32.2	I've done the same sort of thing again. Because I was a bit like that (hand rock to show confusion) about eco anyway I've put environmentally friendly clothes	Amanda	
30	14:39.4 - 14:47.2	Fashionably eco so... same sort of thing really!	Ruth	
31	14:51.4 - 14:55.8	Recycled, what's the first thing that comes to mind or what came to mind?	Researcher	
32	14:57.1 - 14:58.1	I've put eco friendly and second hand	Vicky	
33	15:01.4 - 15:02.4	I put plastics cardboard & paper (laughs) in bins!	Amanda	
34	15:04.3 - 15:45.7	Reused, remade, again trying to explain the word. I was really trying to think what's the very first thing but again wanted to explain what it was rather than thinking plastics and things. I don't think instantly about plastic and paper because I recycle my garments so, do you know what I mean, (its) already got different associations for me.	Ruth	
35	15:37.6 - 15:46.2	Ok, "green"?	Researcher	
36	15:50.4 - 15:51.4	Eco friendly and recycled	Vicky	
37	15:51.4 - 15:54.3	I tried to describe it again...a consumer who's aware of environment.	Amanda	

38	15:58.1 - 16:00.2	Ecologically made	Ruth	
39	16:04.3 - 16:05.3	And then environmental?	Researcher	
40	16:06.2 - 16:19.5	I've put eco aware whether it's good or bad. People say something's environmental but it could be harmful environmental as opposed to good environmental so I put good or bad because it doesn't necessarily follow that one's either good or bad.	Vicky	
41	16:20.3 - 16:30.7	I struggled again with this I think. I put aware of issues surrounding the environment for example carbon emissions, recycling.	Amanda	
42	16:29.4 - 16:41.2	I put green for that one. That was the first word that came to my head, environmental as well I just say green But then for green I put ecologically made (laughs)	Ruth	
43	16:45.1 - 16:46.1	What does that tell us?	Researcher	
44	16:48.0 - 16:57.7	That ecological and environmental...well...what's the difference I think. Do you know what I mean? They are quite similar. I suppose ecological is more positive... is it?	Ruth	
45	16:52.4 - 17:02.8	Yeah environmental is just to do with the environment it's not necessarily good or bad.	Vicky	
46	17:06.2 - 17:07.2	Yeah whereas ecological... (Ponders)...is that more good?	Ruth	
47	17:09.2 - 17:12.4	Are you suggesting that one of those words has a more positive connotation than the other?	Researcher	
48	17:16.3 - 17:19.9	I think ecological, I would say, is more positive than environmental. Environmental is just something to do with the environment isn't it?	Vicky	
49	17:24.0 - 17:25.0	You kind of have to add like environmentally-aware or friendly to make it a positive word. Yeah	Ruth	
50	17:30.3 - 17:36.3	What is it that makes ecological or something ecologically-whatever more positive?	Researcher	

51	17:40.3 - 18:04.0	(Laughs as though to say "oh no...Don't ask me that!")...I think maybe more things are sold as being ecological as opposed to environmental. You see things that are eco-something or other and I think it's more in your face maybe than (the word) "environmental" because people talk about environmentally aware as a concept as opposed to selling it on a product I think.	Vicky	
52	18:08.2 - 18:11.8	Ok, that's really interesting. Sustainable?	Researcher	
53	18:15.4 - 18:16.4	Making with low impact	Ruth	
54	18:19.2 - 18:20.2	Long lasting	Amanda	
55	18:23.0 - 18:24.0	Erm...green and environmentally sound	Vicky	
56	18:23.0 - 18:24.1	Ok so for you Vicky there are a lot of cross overs in the associations?	Researcher	
57	18:28.3 - 18:34.5	Yes, yeah certainly lots of eco-friendly eco-aware, green those kind of associations come with most of them to be honest	Vicky	
58	18:38.4 - 18:39.4	Do the rest of you see those connections or cross overs?	Researcher	
59	18:42.2 - 18:45.0	Yeah (Amanda in agreement) Definitely, like I was repeating myself and thinking of different ways to describe them...yeah	Ruth	
60	18:49.4 - 18:53.4	Ok let's move then to number ten, "eco-fashion", what was the first thing that came into your mind	Researcher	
61	18:57.1 - 18:58.5	Environmentally friendly clothing and I've already said that for another one as well	Amanda	
62	19:02.4 - 19:06.2	I put "not mainstream" sort of small companies as opposed to big chains	Vicky	
63	19:10.1 - 19:17.0	I put ethical fashion but it's not necessarily ethically made - it could be ecologically sound but it could be not ethically made. Does that make sense?	Ruth	
64	19:21.2 - 19:28.5	Good for the environment but not for people?	Vicky	

65	19:32.2 - 19:33.2	Yeah exactly	Ruth	
66	19:34.1 - 19:35.2	"Ethically conscious", number eleven?	Researcher	
67	19:34.2 - 19:37.3	I put "not Primark" (all laugh) that's what came to mind!	Vicky	
68	19:41.3 - 19:42.3	Aware of where things have been made and sourced	Amanda	
69	19:45.1 - 19:46.1	Yeah...consideration for ethics	Ruth	
70	19:49.4 - 19:50.4	And what are ethics?	Researcher	
71	19:54.2 - 20:24.2	Well it should mean the environment as well as people but I think...well for me I think of people first before...because if it's like...something could be organic but not necessarily ethically made. So you know... Primark were doing something like that, where they had organic t-shirts but were they ethically made? We don't know. So it's like for me, ethics is more involved with people although it's not necessarily the case - it can be ethically made and be environmental....	Ruth	
72	20:28.3 - 20:46.5	When you talk about ethics from a psychology point of view, that's all about whether its ethical to treat people a certain way and make them do certain things so certain experiments and stuff like that so, having done an A level in psychology, I think that's possibly where I came from with that as a people thing. Like the not Primark thing...not sitting in a sweatshop for 10 hours a day and getting 80p...that sort of thing	Vicky	
73	20:50.4 - 21:04.6	Yeah I think it's what Vicky said it's more the people side of it; I don't really have anything to add to that.	Amanda	
74	21:08.2 - 21:09.2	"Fairtrade", what's the first thing that comes to mind?	Researcher	
75	21:10.1 - 21:17.4	Food, coffee and cotton	Amanda	
76	21:11.0 - 21:13.6	Fairness to producers and expensive	Vicky	
77	21:19.1 - 21:22.1	I've put fairly made and fair wage	Ruth	

78	21:21.0 - 22:17.6	Great well thanks for that. We're not going to go through the meanings in the same way (<i>because the group recognises that most of their associations were in fact definitions</i>) but I would like to shift to this notion of what these words mean now. What I'm interested to learn is where you learn or have learned the meanings of these words. That might take a little bit of thinking because it's not as if someone ever stood up and taught you necessarily, unless you've been on a course or are interested in these things but I'm really keen to understand where you see these words and really how you learn what they mean. and (indeed) have you learned what they mean. Because there's been some kind of crossover discussion here. Maybe some of you feeling that certain words are not clear so can we just start that conversation really about where you learn what these things mean? Vicky, can I start with you?	Researcher	
79	22:17.3 - 23:28.0	For organic, I've put produced without chemicals. Erm I think that because it is a very mainstream word now, it's not something that's seen as alternative which I think when it first appeared it was like...organic?...and not many people went for it because it was very expensive and it was very different to what people were used to but now... there's lots of people sort of growing their own food, fruit & veg and you can buy organic stuff in the supermarket now and yes it is a bit more expensive than the normal stuff but it's not so expensive that people run away screaming type thing which I think is what used to happen. I think it's gone a lot more mainstream so you kind of see it all the time and it is something that is discussed I think more than things like we were saying about ecological and environmental. I think organic's a lot more accepted as a term that's used a lot more often because it's so out there within stuff that you can buy. Whereas as ecological and environmental there's a bit more confusion because they're just not referred to as much.	Vicky	
80	23:32.2 - 24:34.1	Yeah I think a similar sort of thing and I think with organic & fairtrade, there's been a lot of promotion around the words generally - within the press and just generally within supermarkets and things like that so I think a lot of people are more aware nowadays what organic is and what fairtrade is. Things like... I remember things here on campus like fairtrade week or fortnight and going out into schools as well for my job there's been things within schools where they've been doing things specifically on fairtrade for the kids, within the school. So there has been a lot of awareness raising for things me think about things like fairtrade and maybe organic but not in the same way. I think people...like you say (addressing Vicky) its more mainstream isn't it, a more mainstream word organic, people sort of understand it more. I think there has been some stuff as well about...you know...its only recently I remember anything about ethical fashion and seeing fairtrade cotton in shops that's branded up as that. I think that's fairly recent, and I don't think there has been as much of it but people have it at the back of their mind but it's not quite as mainstream as organic and fairtrade so I think people sort of ...sort of know about it but not fully.	Amanda	
81	24:38.4 - 24:52.5	I think with fairtrade having their own logo as well ...that's a really big thing because you can see instantly when you look at something you can tell whether its fairtrade or not just through you having that logo.	Vicky	
82	24:50.5 - 25:31.1	Yeah branding does make a big difference, doesn't it (Ruth agrees) so I think yeah...and I think that unless you're in your (directed at Ruth a textile lecturer) environment perhaps you don't necessarily come across the fashion side of it as much even though people are aware. I think even though they are aware they will still buy from places that aren't necessarily ethically sourced because of the price and the quality sometimes as well. Talking for myself...that's how I see it. It's there but not quite as prominent as organic and fairtrade.	Amanda	

83	25:35.0 - 26:35.9	I think that coming back to the definitions of the words I think yeah organic has been around a longtime and so has fairtrade and you've got more of an understanding of it and I think that over the years it is starting to improve in terms of how we perceive these things but with all the other words...they are all "e-words" ...like ecological, ethical, environmental, ethnic used to get confused with ethical. When I first started, business people would say oooh its ethnic (laughs)...It just that all those words blur into one and they haven't got a defined...they haven't got a definition in terms of branding and marketing. As you say (Vicky) organic is kind of its own little word and you kind of recognise it and it doesn't need a logo really. Fairtrade has its logo but then all of the other words haven't really got anything	Ruth	
84	26:40.4 - 26:41.4	So what things do you connect with that word organic?	Researcher	

85	26:42.2 - 27:48.2	Well for me partly I guess because I teach on a design course its sometimes organic in terms of form, an organic development...there's the natural form organic but when I think of organic (in these terms) I think of erm...it's good for the environment...no chemicals being used, it's had consideration for the environment when it's been made and it hasn't been tampered with. That's how I perceive it but there are some of those e-words being used to back organic up but I don't think that organic is necessarily ethical. It's made with ethical consideration for the earth & environment, but I don't think organic necessarily means that it considers people in my mind.	Ruth	
86	27:52.3 - 27:58.0	I think that your putting something in your body that you know is healthier, is good	Amanda	
87	28:02.4 - 28:39.5	Yeah health comes to mind. I have a friend who ate a full packet of shortbread and said it's alright its organic!!! She didn't consider the half a pack of butter in it!! There's not nasty stuff in there but you know it can still be unhealthy so it's not necessarily healthy.	Vicky	
88	28:43.2 - 29:10.1	So you could argue is it is healthier than other things but if... I guess we associate healthy with losing weight as well don't we? That idea that if we eat healthily were going to be slim and if you don't then, you're not but that idea of having no chemicals in it it's still healthier.	Ruth	
89	29:14.4 - 29:25.2	So this link with health. Would you say that most people would connect most of these words and terms with health as opposed to other things?	Researcher	
90	29:29.3 - 29:57.9	No I think only organic (all agree) because I think a lot of the other words are not associated with food. I think fairtrade is, but that this is not necessarily healthier. I think that there's a little bit of that, whereas with all the other words they don't really say food to me.	Ruth	
91	30:02.4 - 30:07.4	So what other products or things would you relate to these words apart from fashion?	Researcher	

92	30:11.0 - 30:48.7	Well, I mean the recycled thing could be anything, anything you can recycle and what could be made from recycled stuff. I thought of things I put in my green bin and the things that are made from that. Tyres, pencil cases and you see the adverts about recycling (Vicky - yeah mobile phones) recycling covers a lot	Amanda	
93	30:52.3 - 30:53.3	So you say there are things on TV about recycling?	Researcher	
94	30:57.1 - 31:04.3	Yes about recycling - it shows what something is in its original form and then what it can be.	Amanda	
95	31:10.2 - 31:53.0	Yes that's the Eddie Izzard one he did the voice over for it. And then there's the envirophone tac. The recycled mobile phone. They say "you can get £150 for you mobile phone and it's ecologically sound as well". So it's a kind of add-on at the end of it, but it's still the idea that yes, you can send your phone and get money but it will be used as something else too. Certainly that sense that you can do it and I think that because it's become easier, people have become more aware of it and companies want to promote that they use...you know you see carrier bags "this carrier bag is 50% recycled" and the Co-op have been	Vicky	
		doing their biodegradable ones for three or four years. You do see recycled stuff a lot more than you used to.		
96	31:45.2 - 32:21.3	So just in our daily lives then, or in your daily lives, you feel that you touch these concepts (all agree), let's call them concepts rather than words. So we've talked about food shopping where you come into connection with some of these terms and phrases and recycling, so when you are disposing of products, any other aspects of your life where you are confronted with these issues?	Researcher	
97	32:25.4 - 32:33.7	Erm... like face products and body products, shampoos and that kind of stuff.	Ruth	
98	32:37.4 - 32:54.0	There's been quite a big drive in TV recently, cars the Renault adds, Honda, and then the utility bills	Researcher	
99	32:58.1 - 34:22.6	Oh yeah, we actually had...it was in the Guardian on Saturday. There's a new scheme where you pay about £12,500 to put solar panels on the south facing bit of your roof and they say over about 5 years you recoup that money and can start selling electricity back to the national grid. But I thought it was interesting that I've never seen that promoted anywhere. It was in the Guardian, that's how I saw it. It's something I'd be quite interested in doing it but it's not been promoted at all whereas the scrappage scheme for cars has been promoted massively which is actually... it seems to be that it's something that's a very short term benefit because it's making people buy new cars which they might not necessarily need because they've got an old car that works perfectly well. I've got two cars that I could potentially scrap because they're over a certain amount of years old and I've owned them for a certain amount of time but it's still making me buy a new car and I don't see that as being particularly environmentally sound but something that is... you know... selling electricity back to the national grid where you're producing it completely sustainably, you know because it's made from solar power, something like that isn't advertised in any way but it's of far more benefit to the environment than the scrappage scheme but there's no promotion...I find that strange.	Vicky	

100	34:18.4 - 34:27.8	So we have some information but in a broad sheet newspaper, does that indicate anything?	Researcher	
101	34:31.2 - 34:35.9	I think maybe it is aimed at a certain audience, I don't think you'd get the same thing in The Sun or the News of the World because you probably wouldn't get people who had £12,500 up front to be able to pay maybe for something like that, because the demographic that reads that type of paper.	Vicky	
102	34:40.3 - 35:07.6	But I think that's its interesting that the Government is providing help for people to be able to do this but hasn't produced any information. Certainly no big advertising going on whereas with the car scrappage scheme there is so much. Every single car ad had information about it.	Vicky	
103	35:08.0 - 35:12.0	Did the Government have more to gain from that though?	Ruth	
104	35:09.1 - 35:14.7	Well they get tax off cars don't they then you've got to buy your insurance and your road tax and your petrol and all that.	Vicky	
105	35:18.2 - 35:24.9	And also that adds to the industry (economy) in the UK so I suppose they've got more interest in that than solar panel. I don't know.	Ruth	
106	35:29.3 - 35:40.3	But cars certainly do get a lot more environmentally stuff...you know on... it always says at the bottom of a car ad now what the co2 emissions are.	Vicky	
107	35:44.2 - 36:10.7	So as three individuals with your own lives outside work do you consciously make decisions to address any of these issues. Amanda, you've already said that you recycle but then again we've been provided with an infrastructure that enables and encourages that. Would any of you have done that consciously if the council hadn't provided the infrastructure?	Researcher	
108	36:14.4 - 36:43.6	Well I am a bit of a recycling queen. I do like my recycling. Where I live is pretty hilly and until recently the council didn't supply green bins because they couldn't get to our street. So I did recycle and I used to take it away but I don't think many people did that... erm... until it's actually there on your doorstep...it just makes it a lot easier doesn't it? But yeah, I mean I was aware of that and it is something that I've always been aware of. I just realised that in this area there's been a push in this area offering the "warm zone", so that's been there in everyday life for some time, offering insulation cavity wall.	Amanda	
109	36:58.2 - 37:34.9	You get it for free. Lots of other councils do it if you're on below a certain income or on housing benefit or if you're elderly but Kirklees have done it for everybody which is really good and fab because they came around and put lots of loft insulation in my loft! My house is too old for cavity wall insulation but certainly Kirklees are very good at doing that aren't they?	Vicky	
110	37:39.4 - 38:04.1	So...So...it's easy for me to lead these questions and I'm trying hard not to! It would seem from what you've said that there are various touch points in your lives where you are faced with these issues. Why do you think, or do you even think, that there is an issue in individuals relating these things to the production of their clothing?	Researcher	

111	38:08.2 - 38:31.5	I think because it's not as mainstream in clothing and because you kind of know deep down...well I certainly think every time I buy something in Primark...I shouldn't do that really. I'm kind of aware but I think it's cheap, its quick, it's easy and to be honest, I wouldn't even know where to start if I said that everything I buy from now on will be ethical in whatever way - but that it's green or sustainable or made without only paying workers 80p a day. I wouldn't know where to start looking to buy anything like that and I assume maybe wrongly that it would be about twice as expensive and that's...it's maybe not as much of an issue as it was 3-4 years ago, I don't want to pay £10 for a pair of tights because I ladder them in a week or whatever so buying your £3 tights from Primark is really easy because I just think well it's kind of disposable. I think maybe now we don't think of things as being mendable we think that if they're broken we'll get rid of them. It's easy to get rid of things (the others agree) because things are really cheap and maybe if we do go back to that, things do cost more	Vicky	
112	39:32.2 - 39:59.8	And like if you think of the comparative or the relative cost over the last 20 years. Actually if... the cost of clothes in the 70's for example compared to a pair jeans, it should now... it should be like £40 or something, I don't know the exact figures but you know what I mean? It shouldn't be so cheap but we've turned a big corner and its gone down so that everyone thinks "oh well I can't afford to shop anywhere else" but like for me I don't think it's...I'm not criticing that mentality, we've all got a bit of that...but I don't think it's that we can't afford it - it's just easy. You're used to getting things cheap... that disposable mentality Whereas 30 or 40 years ago you wouldn't buy something and think	Ruth	
		that you were going to throw it away...(Vicky: you'd mend it) yeah and you'd just buy less. Whereas now you think "I'll buy a load of t-shirts from Primark" or whatever, you know they're really cheap and it doesn't matter if they don't last. Because that option didn't used to be there then you'd buy one t-shirt for the same price - you just get less for it.		
113	39:47.1 - 41:45.4	I think as well, the idea that fashion can be eco friendly is quite...it's a bit of a juxtaposition because fashion in itself means that everything changes every 4 months so if you want to stay in fashion you have to keep buying stuff so you think is it eco friendly anyway? Can you ever have an eco-friendly fashion idea because by the very nature of it...sustainable design, eco design or whatever, is always making you want to buy something else and in itself that's not sustainable. (Ruth: Its fashion) yeah and it changes every so often so you still end up buying lots and end up saying "well, if I have to buy something new every 3 months, then I m not gonna pay 80 quid for it I'll buy something for 25 quid and I'll wear it 3 months then its finished and out the window and I'll never wear it again because it's not in fashion anymore".	Vicky	
114	41:49.4 - 42:40.7	I can see both sides, I mean I was just thinking about the whole thing of ethical fashion. It's a bit like organic and fairtrade was a few years ago in that it was sort of there but people didn't really understand what it was or why it was any better or you know...a lot of people then thought its just too expensive, the same product but a lot more expensive and I think a lot of people think that, maybe... at the monent. From my point of view, if there were two garments and one was ethically sourced and one wasn't and it was just slightly more expensive then I would probably go for the ethically sourced one but my feelings, and I don't know whether its right or wrong, is that ethically sourced fashion is a lot more expensive which is what I think organic food used to be like and I'd think I'm not spending that much more, so I think it's a bit like that at the moment.	Amanda	
115	42:44.2 - 42:45.3	Then the more you buy the more the prices come down don't they, like it has done with organic?	Ruth	

116	42:49.4 - 43:08.8	Yeah exactly, it has a lot so, maybe were heading towards that...but that's just my view at the moment and I don't know whether it's right or wrong. Thinking about ethically sourced clothing or fairtrade cotton I can only think if two shops that I've ever seen it in and I just remember thinking the quality wasn't really good so I wouldn't have bought it anyway.	Amanda	
117	43:12.0 - 44:08.4	It's not just about ethics either is it? You buy something because you like it and you like the price. You're not going to say "that t-shirt's not very nice but it's organically made so I'll buy it". It's an add-on isn't it and I think that's how it's changed in the last 10 to 15 years, you know it did have that ethnic image and it was hemp and it wasn't fashionable and it was a bit hippy and we have got away from that now but it has to be just another USP it can't be the main reason why you buy something. You buy because of price, quality, aesthetics, function. There are loads of different factors that come into your decision to buy something I don't think... I don't think that people necessarily buy something just because it's ethically made	Ruth	
118	44:12.0 - 44:15.5	Not for clothes no. It's got to be an add-on hasn't it?	Amanda	
119	44:19.2 - 44:32.9	But for food? As I interpret what you saying. The purpose of the purchase is not to feel good in an ethical sense it's to feel good in a stylish sense but with food going back to what we were talking about earlier you suggest that the purpose of the purchase was health.	Researcher	
120	44:37.4 - 45:34.0	If you saw "ethically made" on a piece of fruit you'd be like "oh gosh!"...you'd question it a bit more, you'd have to figure out what that means but if you see organic you go "right, healthy, good for me I'll buy that". You've got two apples in front of you one's organic, one's not then the decision is down to price so you buy a higher quality one that's a little bit more because I can afford it. Clothing is not about health, it's about aesthetics it is quality but it's that argument...is it necessarily better quality if it's ethically made - you don't question that organic food is better	Ruth	
121	45:32.2 - 46:03.5	Ok we need to wrap up, we could carry on I'm sure but we must...Just going back to something Amanda said a little while ago. You started talking about clothing and you said something like..."Well we didn't understand organic and fairtrade a few years ago but now we do and it's kind of now in our minds". What would have to happen to put clothing in that same place three years down the line?	Researcher	
122	46:07.2 - 46:25.5	I think it's just about educating people really isn't it? That's what happened with organic and fairtrade I think. The things that stick in my mind are the things that were educating people about fairtrade. It's different how you do it with fashion because...its ethics...	Amanda	
123	46:29.3 - 46:52.8	Because ethics don't necessarily come from food do they you know fairtrade & organic is mainly in food and food is a necessity so you're more interested in buying that and you can excuse yourself. You think...well I am going to spend more money on that because it's good for me, it's helping me. Whereas as fashion, you don't necessarily need to buy these things...	Vicky	
124	46:43.3 - 47:13.1	It is more expensive but if you buy organic you just say all my fruit & veg is going to be organic so it's just a small portion of what you'll spend. but if you just say everything I buy to wear is going to be ethical or whichever decision you make, that's all the stuff you buy to wear whereas with the fruit and veg it's just a small proportion	Vicky	

125	47:17.3 - 48:54.3	But going back to... I think what's difficult for a consumer is that there is so much choice out there especially for fashion that people have gone "I don't understand it. I'm just going to be in denial and carry on shopping at Primark". There isn't a 100% ethically made garment is there? There's, well it could be fairtrade and there's all these different hats and as a consumer you have to make all these decisions about what is most important to me? To help people in a developing country? Or, is it more important to me about the environment or is it more important to me to help the local community here? There are so many different levels to it and I think the thing about fairtrade and Organic is it has a definition or it has to fulfill requirements so it's almost like with all these eco, ecological... all these words, they all need to have...they need to be one word that explains like...That's organic and we understand that, that's fairtrade and we understand that... so when we talk about something that's ethically made, that needs to have a clear definition for the consumer to say "well, this is what...that's the process that this has gone through". But it's really difficult because ethical could incorporate fairtrade and organic couldn't it?	Ruth	
126	48:58.1 - 49:50.6	The other thing is getting it into more places where the mainstream consumers shop. Organic & fairtrade stuff used to be in small shops that might be in Leeds or Manchester, London. You'd find a little deli where everything is local or whatever. Now that supermarkets are selling stuff, I think a lot more people are tempted to buy that kind of product as opposed to the basic whatever it is. So maybe if you got things into big chain stores, that were ethically sourced a lot more people would consider buying them rather than have to go through a real conscious effort to go and search them out. If they were available at not much more in price than the standard product, then I think that a lot more people	Vicky	
		would buy them, if they were more available.		
127	49:54.2 - 49:56.1	It is that convenience thing isn't it unfortunately. It's like everything has to be at the supermarket now.	Ruth	
128	50:00.1 - 50:01.1	So just thinking about the mainstream stores that you frequent to buy clothes. Have you seen anything?	Researcher	
129	50:05.3 - 50:36.6	I've seen them in H&M but I looked at the quality and just wasn't convinced. But if the quality had been there and two items were the same but one was ethically sourced then I would be prepared to pay a little bit more but not a lot more. That's the only place I can remember seeing "ethically sourced" I have seen fairtrade stuff in Primark but I don't remember seeing anything else.	Amanda	
130	50:40.3 - 50:46.1	Everyone's talking about it but when you sit and think about it...for me I know where to go but anyone else then how do you get to it?	Ruth	
131	50:50.4 - 50:55.2	And I think as well, I don't look when I'm in a mainstream store because I don't expect it to be there. So, if I thought it might be, I might check. But I assume that it's not, so I don't even think about it.	Vicky	
132	50:59.0 - 51:03.0	I think if you've got the clout of a big High St store then that might help	Amanda	
133	51:07.2 - 51:12.7	Marks and Spencer, they're doing a lot of stuff but even so... they have got all this Plan A and everything but do you actually see the clothing products in there?	Ruth	

134	51:16.3 - 51:17.3	You see I associate that more with food.	Vicky	
135	51:19.2 - 51:58.8	Yeah they're doing it there but are they actually bringing it into other areas? I don't tend to look at clothes in supermarkets. If I had kids I might be more inclined to go to that area. But at the moment I don't and like you say (Vicky) I wouldn't expect to see it, particularly in Asda or Tesco, maybe in Sainsburys but yeah you still have to search it out. Even like Topshop and all the other stores, you just don't expect to see it.	Ruth	
137	52:02.4 - 52:22.8	Is there is anything that you'd want to add that maybe we haven't talked about where you learn or find out about ethical fashion?	Researcher	
136	51:26.4 - 52:27.4	Magazines. Erm I think I've seen things in Grazia and I couldn't pinpoint what I've read but I seem to remember seeing something but that's the main fashion magazine I read.	Amanda	
138	52:36.0 - 52:43.8	These things that we've been talking about. Are these things that you would talk about either with your partner, your family or your friends? Just generally.	Researcher	
139	52:47.0 -	Yeah probably but not clothing, that would be down on the list I would say.	Amanda	
	53:04.7			
140	53:08.2 - 53:29.3	It all comes down to price (All agree)	Ruth	
141	53:33.1 - 54:14.5	But I think the bigger the stuff you buy like a car. If you had a £8,000k car versus a £7,500 car and the more expensive one was environmentally sound you'd think 500 quid is nothing but the smaller the product the bigger the price difference feels. A tenner difference can feel like a big difference	Vicky	
142	54:18.2 - 54:20.4	Well thank you all very much we'll draw the session to a close. Thank you.	Researcher	

Appendix 5: Coding Stage 1 Phase 1

Appendix 5:1 Initial Codes: Media Texts

Ethical fashion	Eco	Environmental	Organic	Fairtrade	Green
<p><i>Ethical fashion is...or ethical fashion is related to...</i></p> <p>a challenge, a compromise, a growth area for the fashion market, a moral issue, a retailer opportunity, formal accreditation, animal rights, anti fast fashion, behaviour, reputation, chemical free, commitment, complex, confusing, considerate of carbon footprint, desirable, difficult for retailers, eco, environmental concern, environmental sustainability, green, guilt free, human rights, luxury, natural materials, not just a 'fad', organic, recycled, related to production, related to working practices, responsibility, self expression, social conscience, social development, social sustainability, stylish, unaffordable, undesirable, unfashionable, vintage</p>	<p><i>Ethical fashion is...or eco is related to...</i></p> <p>formal accreditation, confusing, desirable, ethical, fashionable, glamorous, green, organic, planet friendly, recycled, related to carbon footprint, related to manufacturing, related to social conscience, related to the environment, stylish sustainable sources, sweatshop free, undesirable</p>	<p><i>Ethical fashion is...or environmental fashion is related to...</i></p> <p>anti pesticide, awareness, bio degradable, carbon neutral, considerate of finite sources, eco friendly, eco warrior, ethical, fashionable green, natural dyes, organic, related to waste, recycled, related to cotton, respect, responsibility, saving the planet, stylish, sustainable</p>	<p><i>Ethical fashion is... or organic is related to...</i></p> <p>compromising on style, confusing, eco friendly environmentally beneficial, ethical, fair trade, green, a growth area for the fashion market, a retailer opportunity, health benefits, limited fashion options, luxury, made from cotton, not only cotton, paying a premium, plain, socially beneficial, stylish, sustainable</p>	<p><i>Ethical fashion is... or organic is related to...</i></p> <p>addresses exploitation, accredited standards, complicated, confusing, consumer satisfaction, environmentally friendly, ethical, fashion with conscience, a growth area in fashion, helping producers of goods, in fashion, cotton, limited in the support it provides, not widely adopted, paying a premium, responsible supply chain, retailers 'lip service', socially responsible, stylish, widely available</p>	<p><i>Ethical fashion is... or green is related to...</i></p> <p>chic, compromising on style, conscious of the environment, eco chic, eco friendly, eco warrior, ethical trading, ethical, fashion with conscience, organic, sustainable, untreated</p>
Conscious consumer	Recycled	Saving the planet	Sustainable	Carbon footprint	Vintage
<p><i>Ethical fashion is... or conscious consumer is related to...</i></p> <p>buying desirable products, ethical action, ethical behaviour, related to human rights, related to morals, related to environmental sustainability, related to fair trade, related to green issues, related to social responsibility, wanting to know more</p>	<p><i>Ethical fashion is... or recycled is related to...</i></p> <p>beautiful products, benefit to landfill issued, broad range of uses, eco style, fleece polyester, reducing carbon footprint, re-using waste sorting, sustainable, vintage</p>	<p><i>Ethical fashion is... or saving the planet is related to...</i></p> <p>avoiding environmental damage, choose organic, choose vintage, compromising one's image, consumer decision making, ethical, industrial behavior, making choices, making an ethical commitment, recycling</p>	<p><i>Ethical fashion is... or sustainable is related to...</i></p> <p>100% organic, eco friendly, ecological, ethical, formal accreditation, green, negative impact, no environmental harm, recycled materials, social conscience</p>	<p><i>Ethical fashion is... or carbon footprint is related to...</i></p> <p>consumers 'doing their bit', ethical action / behavior, related to recycling</p>	<p><i>Ethical fashion is... or vintage is related to...</i></p> <p>decreasing carbon footprint, eco, ethical, planet friendly, recycling, stylish</p>

Table 5:1:1 Initial Codes

Appendix 5:2 Selective and Process Codes: Media Texts & Focus Group Word Definitions (Focus Groups in bold)

<i>a priori</i> code: ETHICAL FASHION <i>is...or means</i>					
SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES	BEING DESIRABLE	BEING EXCLUSIVE	BEING PROGRESSIVE	BEING VINTAGE
Discussion Code	APP	BD	BEx	BP	BV
Process Codes	formally accrediting production processes, having production values	being desirable, being stylish	being a luxury item, being unaffordable	being more than a fad, being progressive, growing area for the fashion market, providing a retailer opportunity	being vintage
SELECTIVE CODE	CHALLENGING	COMMITTING TO ETHICAL PRACTICE	COMPROMISING STYLE	CONFUSING	HAVING SOCIAL CONSCIENCE
Discussion Code	Ch	CEP	CS	CF	HSC
Process Codes	challenging for retailers, struggling with criteria	behaving morally, committing to ethical practices	being undesirable being unfashionable compromising on style	confusing	considering social development, having social conscience, relating to animal rights, relating to human rights, relating to working practices, thinking about social sustainability
SELECTIVE CODE	INFORMED DECISION MAKING	RESPECTING THE ENVIRONMENT	SAFEGUARDING REPUTATION	SPEAKING OUT	TAKING RESPONSIBILITY
Discussion Code	IDM	RTE	SR	SpO	TR
Process Codes	consumers being aware	being chemical free, being concerned about environment, being eco-friendly, being green, being organic, being recycled, considering carbon footprint, sustaining the environment, using natural materials	retailers behaving, retailers, considering reputation,	being anti fast fashion, expressing principles	shifting perception taking responsibility, providing and producing with thought of material sources
SELECTIVE CODE	SAFEGUARDING PRODUCERS (ADDITIONAL)	STRUGGLING WITH CRITERIA (ADDITIONAL)	BEING CYNICAL (NEW)	ETHNIC (NEW)	

Discussion Code	SP	SWC	BCyn	Eth
Process Codes	clothing made ethically with care for people & environment (NV) considering third world producers, using fairtrade materials, retailers caring about where the clothes have come from eg sweatshops	don't know (NV), dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour (NV), having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)	being a fashion trend, having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)	dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour, other countries national dress or their fashion

Table 5:2:1 Selective and Process codes: Ethical Fashion

KEY:

- emboldened process codes** = process codes emergent in Phase 1 & Phase 2 analysis
- emboldened red process codes** = codes generated by Phase 2 analysis and additional to Phase 1 derived codes
- emboldened selective codes** = selective codes new to the a-priori code post Phase 2 analysis
- NEW** selective codes = those that emerged from Phase 2, focus group analysis
- ADDITIONAL** selective codes = those generated by Phase 1 analysis but not associated with this a-priori code in Phase 1

<i>a priori</i> code: ENVIRONMENTAL <i>is...or means</i>					
SELECTIVE CODE	BEING FASHIONABLE		BEING PROGRESSIVE	STRUGGLING WITH CRITERIA	LACKING VALUE
Discussion Code	BF		BP	SWC	LV
Process Codes	being cool, being fashionable, eco warrior, looking good, having broad appeal		being progressive	struggling with criteria, surroundings, the area that we live in (NV)	lacking value
SELECTIVE CODE	SAFEGUARDING PRODUCERS	SPEAKING OUT	TAKING RESPONSIBILITY	RESPECTING THE ENVIRONMENT	CONSIDERING GLOBAL ISSUES (NEW)
Discussion Code	SP	SpO	TR	RTE	CGI
Process Codes	eradicating child labour	speaking out	responding to consumer awareness	being bio degradable, being carbon neutral, being green, being locally sourced, being organic, being sustainable, considering finite resources, eradicating pesticide in cotton, recycling plastic, reducing water use, respecting the environment, saving the planet, using natural dyes, caring for environment when making (NV), being friendly, caring for the earth, recycling, reducing carbon footprint, reducing carbon emissions, taking into account, impact on global or local environment (NV)	considering global issues of climate change (NV)

Table 5:2:2 Selective and Process codes: Ethical Fashion

<i>a priori</i> code: CARBON FOOTPRINT <i>is...or means</i>	
SELECTIVE CODE	CONSIDERING & ADAPTING BEHAVIOUR
Discussion Code	C&AB
Process Codes	considering and adapting behaviour, consumers doing their bit, recycling

Table 5:2:3 Selective and Process codes: Carbon Footprint

<i>a priori</i> code: CONSCIOUS CONSUMER <i>is...or means</i>	
ACTIVE KNOWLEDGE SEEKING	INFORMED DECISION MAKING
AKS	IDM
demanding to know more, finding conscience, speaking out, wanting to know more, considering repercussion of choices deciding to make the effort, reading 'the back'	behaving ethically, buying desirable products, considering environmental issues, considering human rights, considering morality of retailer behaviour, considering social sustainability, comparing products and prices, considering repercussion of choices, reading 'the back', shopping with care

Table 5:2:4 Selective and Process codes: Conscious Consumer

<i>a priori</i> code: ECO <i>is...or means</i>							
SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES	BEHAVING ETHICALLY	BEING DESIRABLE	CONFLICTING INFORMATION	CONFUSING INFORMATION	HAVING SOCIAL CONSCIENCE	RESPECTING THE ENVIRONMENT
Discussion Code	APP	BE	BD	CFLI	CFUI	HSC	RTE
Process Codes	accrediting production processes	behaving ethically	being desirable, being fashionable, being glamorous, being stylish	being undesirable, being desirable,	confusing information	being sweatshop free, buying from sustainable sources, having a social conscience, caring about impact of pollution	being green , being organic, being planet friendly , being recycled, considering carbon footprint, considering fuel dependency, considering global warming, considering the environment, being ecologically sound, being safe, reducing negative impact

Table 5:2:5 Selective and Process codes: Eco

<i>a priori</i> code: FAIRTRADE <i>is...or means</i>						
SELECTIVE CODE	CONFUSING	HAVING LIMITED IMPACT	HAVING SOCIAL CONSCIENCE	INFORMED DECISION MAKING	PAYING A PREMIUM	BEING PROGRESSIVE
Discussion Code	CF	HLI	HSC	IDM	PP	BP
Process Codes	confusing for consumer	leading to limited change, progressing slowly	fashion with conscience, socially responsible	checking labels	paying a premium, willingly pay a premium	Being progressive, growth area in fashion
	MONITORING SUPPLY CHAINS	SAFEGUARDING PRODUCERS		MASQUERADING AS CONSCIENTIOUS	RESPECTING THE ENVIRONMENT	BEING CYNICAL (NEW)
	MSC	SP		MAC	RTE	BCyn
	buying directly from producer, getting rid of middlemen, monitoring supply chains, safeguarding the future of producers, taking responsibility for the supply chain, using cotton	addressing exploitation , helping producers of goods paying a premium paying worker more, paying fairly, paying growers a proper wage, third world organisations looked after		masquerading as conscientious	environmentally friendly	Used on everything these days

Table 5:2:6 Selective and Process codes: Fairtrade

<i>a priori</i> code: GREEN <i>is...or means</i>							
SELECTIVE CODE	BEING FASHIONABLE	COMPROMISING ON STYLE	ENVIRONMENTALLY BENEFICIAL	RETAILERS BEHAVING ETHICALLY	SPEAKING OUT	BEING SUSTAINABLE (NEW)	BEING ETHICAL (NEW)
Discussion Code	BF	COS	EB	RBE	SO	BSus	BEth
Process Codes	being chic, wearing eco chic	being undesirable, compromising on style	being biodegradable, being compostable, being conscious of the environment , being eco-friendly, being organic, being untreated, being aware of the earth, being friendly, being good, being sound, being unharmed, caring for the world, relating to the organic movement, taking care no to pollute, using green bins	fabrics being sustainably sourced, producing ethical products, producing products with conscience, retailers behaving ethically	being an ecowarrior, being proactive	being sustainable	being ethical

Table 5:2:7 Selective and Process codes: Green

<i>a priori</i> code: RECYCLED <i>is...or means</i>				
SELECTIVE CODE	BEING FASHIONABLE	ENVIRONMENTALLY BENEFICIAL	RE-USING	SAVING THE PLANET (NEW)
Discussion Code	BF	EB	R-U	STP
Process Codes	looking fashion fabulous	addressing landfill issues, buying without increasing carbon imprint, reducing carbon footprint, re-using waste, sorting by consumers, using recycled fibres	applying to broad use in product development, producing fleece, producing polyester, making something new from old, re-processing materials, something that has previously existed as something else (NV), not throwing away	Saving the planet

Table 5:2:8 Selective and Process codes: Recycled

<i>a priori code: ORGANIC is...or means</i>							
SELECTIVE CODE	BEING STYLISH	BEING SUSTAINABLE	SHOPPING ETHICALLY	BEING EXCLUSIVE	BEING NATURAL		BEING PROGRESSIVE
Discussion Code	BSt	BSu	SE	BEx	BN		BP
Process Codes	being stylish	being sustainable	shopping ethically	being a luxury product	being made from cotton, being natural, making with care for environment		growing area for fashion market, using alternative fabrics
SELECTIVE CODE	COMPROMISING ON STYLE	CONFUSING	ENVIRONMENTALLY BENEFICIAL	HAVING HEALTH BENEFITS	PAYING A PREMIUM	SOCIALLY BENEFICIAL	PRODUCING FOOD (NEW)
Discussion Code	CoS	CF	EB	HHB	PP	SB	PF
Process Codes	compromising on style, limiting fashion options	confusing	being environmentally beneficial, being green product, being eco friendly	possessing health benefits	paying a premium	being socially beneficialbeing a fairtrade product,	growing naturally without chemicals or pesticides, growing thoughtfully, being fresh, feeding animals without chemicals

Table 5:2:9 Selective and Process codes: Organic

<i>a priori</i> code: SAVING PLANET <i>is...or means</i>				
SELECTIVE CODE	COMPROMISING STYLE	ENVIRONMENTALLY BENEFICIAL	INFORMED DECISION MAKING	SPEAKING OUT
Discussion Code	CS	EB	IDM	SpO
Process Codes	compromising one's image	avoiding environmental damage, considering the environment, recycling	choosing organic, choosing vintage, making choices, making ethical commitment	consumer taking the lead, doing the right thing

Table 5:2:10 Selective and Process codes: Saving Planet

<i>a priori</i> code: VINTAGE <i>is...or means</i>			
BEING FASHIONABLE	ENVIRONMENTALLY BENEFICIAL	RE-USING	USING ETHICALLY
BF	EB	R-U	UE
	looking fashion fabulous	being planet friendly, buying without increasing carbon imprint	re-using existing materials, re-using with style being used ethically

Table 5:2:11 Selective and Process codes: Vintage

<i>a priori</i> code: SUSTAINABLE <i>is...or means</i>						
SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES	BEING ORGANIC	CAUSING NO HARM	CONSIDERING & ADAPTING BEHAVIOUR	HAVING SOCIAL CONSCIENCE	SHIFTING PERCEPTIONS
Discussion Code	APP	BO	CNH	C&AB	HSC	ShP
Process Codes	certifying production process	being ecologically sound and 100% Organic	causing no harm, making little negative impact, progressing without damaging the future	going green, behaving with consideration for the future	producing with social Conscience, replacing what we take out, producing goods with consideration for the future, asking do we have enough	shifting consumer perceptions
	RESPECTING THE ENVIRONMENT		CONSIDERING FUTURE GENERATIONS (NEW)	CONSIDERING SUFFICIENCY (NEW)	LASTING (NEW)	RE-USING (ADDITIONAL)
	RTE		CFG	CSuf	L	R-U
	being eco friendly, being ecologically sound and 100% Organic, causing no environmental harm, using recycled materials, considering energy efficiency, considering sources of energy		producing goods with consideration for the future, not depleting resources	asking do we have enough	keeping going, maintaining levels, producing to last, replacing what we take out, something that lasts (NV), withstanding wear will not run out	not throwing away, using more than once

Table 5:2:12 Selective and Process codes: Sustainable

ECO-CHIC <i>is...or means</i>						
SELECTIVE CODE	BEING FASHIONABLE	BEING CYNICAL (NEW)		CAUSING NO HARM	RETAILERS BEHAVING ETHICALLY	STRUGGLING WITH CRITERIA
Discussion Code	BF	BCyn		CNH	RBE	SWC
Process Codes	a fashion trend, A style or way of dressing, looking good when wearing eco friendly clothes, looking good without having a bad conscience	People using eco products to represent a quality about themselves a fashion trend		produced by natural fabrics	Fashionable clothes that have been produced ethically	Don't know
SELECTIVE CODE	BEING DESIRABLE	INFORMED DECISION MAKING	FAIRTRADE	RESPECTING THE ENVIRONMENT		HAVING SOCIAL CONSCIENCE
Discussion Code	BD	IDM	F	RTE		HSC
Process Codes	Classy fashion which has been produced by natural fabrics, Ecologically sound fashion that is more designer, high end,	Choosing to buy from fair-trade projects, People using eco products to represent a quality about themselves	clothing made form materials from abroad to help a nation or country	Ecologically sound high fashion, Fashion that has no chemicals, natural dyes, Trends focusing and made from being, environmentally friendly, Environmentally friendly fashion wearing garments or lifestyle which is helping the environment		dressing selecting ethically sourced items, choosing to buy from fair-trade projects, looking good without having a bad conscience wearing garments or lifestyle which is helping people around us

Table 5:2:13 Selective and Process codes: Eco-Chic

ETHICALLY CONSCIOUS <i>is...or means</i>						
SELECTIVE CODE	BEING AWARE (NEW)	HAVING SOCIAL CONSCIENCE	KNOWING (NEW)	UNDERSTANDING (NEW)	SPEAKING OUT	STRUGGLING WITH CRITERIA
Discussion Code	BAw	HSC	Kn	Und	SO	SWC
Process Codes	taking interest in where and how products have been made, being aware of the ways that products have been created. Being aware of the ethics behind the goods that you purchase, basing consumption patterns around awareness, Being aware that one can make choices about purchasing items that are sustainable, created in a healthy environment, choosing to buy products if they are fairly made, being aware of the ethical issues when shopping, thinking about ethical impact of actions, being conscious about the earth and the people in it, being aware of other peoples beliefs and way of life, being aware of ethics and treatment of workers, pay and working conditions,	being concerned with the ethics behind product, being actively concerned about the impact of manufacturing on our environment wanting to help make a difference,	knowing that products have come from sustainable sources, knowing that retailers have provided fair wages, knowing the effects that have been placed on people producing it,	Understanding the issues surrounding the production of goods e.g worker conditions	Not participating in anything you feel goes against personal ethics	Being conscious of culture (NV) Knowing what is happening in other nationalities (NV)

Table 5:2:14 Selective and Process codes: Ethically Conscious

ECO FASHION <i>is...or means</i>						
SELECTIVE CODE	BEING NATURAL (NEW)	CAUSING NO HARM	CONSIDERING & ADAPTING BEHAVIOUR	HAVING SOCIAL CONSCIENCE	RESPECTING THE ENVIRONMENT	NAMED BRANDS (NEW)
Discussion Code	BN	CNH	C&AB	HSC	RTE	NB
Process Codes	Using natural fabrics	being made ethically, being made from sustainable materials, being made with 'green' dyes	When designers or high street retailers use fair-trade or organic fabric in their designs designer having social conscience at point of creation, producing ethically	designer having social conscience at point of creation, producing ethically	being environmentally friendly clothing, producing in line with eco thought, recycling clothes or cloth to make into fashionable clothing being green, manufacturing without damage to the environment	brands such as People Tree who promote their organic,fair-trade,anti sweatshop stance

Table 5:2:15 Selective and Process codes: Eco Fashion

Appendix 5:3 Codes by Core Categories: MediaTexts

<i>a priori</i> code: ORGANIC means						
SELECTIVE CODE	BEING STYLISH	BEING SUSTAINABLE	SHOPPING ETHICALLY	BEING EXCLUSIVE	BEING NATURAL	BEING PROGRESSIVE
Discussion Code	BSt	BSu	SE	BEx	BN	BP
Process Codes	being stylish	being sustainable	shopping ethically	being a luxury product	being made from cotton	growing area for fashion market, using alternative fabrics
SELECTIVE CODE	COMPROMISING ON STYLE	CONFUSING	ENVIRONMENTALLY BENEFICIAL	HAVING HEALTH BENEFITS	PAYING A PREMIUM	SOCIALLY BENEFICIAL
Discussion Code	CoS	CF	EB	HHB	PP	SB
Process Codes	compromising on style, limiting fashion options	confusing	being environmentally beneficial, being green product, being eco friendly	possessing health benefits	paying a premium	being a fairtrade product, being socially beneficial

Table 5:3:1 Core Categories Organic

<i>a priori</i> code: FAIRTRADE means					
SELECTIVE CODE	CONFUSING	HAVING LIMITED IMPACT	HAVING SOCIAL CONSCIENCE	INFORMED DECISION MAKING	MASQUERADING AS CONSCIENTIOUS
Discussion Code	CF	HLI	HSC	IDM	MAC
Process Codes	confusing for consumer	leading to limited change, progressing slowly	Buying fashion with conscience, being socially responsible	checking labels	masquerading as conscientious
SELECTIVE CODE	MONITORING SUPPLY CHAINS	PAYING A PREMIUM	BEING PROGRESSIVE	RESPECTING THE ENVIRONMENT	SAFEGUARDING PRODUCERS
Discussion Code	MSC	PP	BP	RTE	SP
Process Codes	buying directly from producer, getting rid of middlemen, monitoring supply chains, safeguarding the future of producers, taking responsibility for the supply chain, using cotton	paying a premium, willingly pay a premium	Being progressive, growth area in fashion	environmentally friendly	addressing exploitation, helping producers of goods paying a premium paying worker more

Table 5:3:2 Core Categories Fairtrade

ECO means				
SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES	BEHAVING ETHICALLY	BEING DESIRABLE	CONFLICTING INFORMATION
Discussion Code	APP	BE	BD	CFLI
Process Codes	accrediting production processes	behaving ethically	being desirable, being fashionable, being glamorous, being stylish	being undesirable, being desirable,
SELECTIVE CODE	CONFUSING INFORMATION	HAVING SOCIAL CONSCIENCE	RESPECTING THE ENVIRONMENT	
Discussion Code	CFUI	HSC	RTE	
Process Codes	confusing information	being sweatshop free, buying from sustainable sources, having a social conscience,	being green, being organic, being planet friendly, being recycled, considering carbon footprint, considering fuel dependency, considering global warming, considering the environment,	

Table 5:3:3 Core Categories Eco

GREEN means					
SELECTIVE CODE	BEING FASHIONABLE	COMPROMISING ON STYLE	ENVIRONMENTALLY BENEFICIAL	RETAILERS BEHAVING ETHICALLY	SPEAKING OUT
Discussion Code	BF	COS	EB	RBE	SO
Process Codes	being chic, wearing eco chic	being undesirable, compromising on style	being biodegradable, being compostable, being conscious of the environment, being ecofriendly, being organic, being untreated,	fabrics being sustainably sourced, producing ethical products, producing products with conscience, retailers behaving ethically	being an ecowarrior

Table 5:3:4 Core Categories Green

RECYCLED means			
SELECTIVE CODE	BEING FASHIONABLE	ENVIRONMENTALLY BENEFICIAL	RE-USING
Discussion Code	BF	EB	R--U
Process Codes	looking fashion fabulous	addressing landfill issues, buying without increasing carbon imprint, reducing carbon footprint, re-using waste, sorting by consumers, using recycled fibres	applying to broad use in product development, producing fleece, producing polyester,

Table 5:3:5 Core Categories Recycled

<i>a priori</i> code: SAVING PLANET means				
SELECTIVE CODE	COMPROMISING STYLE	ENVIRONMENTALLY BENEFICIAL	INFORMED DECISION MAKING	SPEAKING OUT
Discussion Code	CS	EB	IDM	SpO
Process Codes	compromising one's image	avoiding environmental damage, considering the environment, recycling	choosing organic, choosing vintage, making choices, making ethical commitment	consumer taking the lead, doing the right thing

Table 5:3:6 Core Categories Saving Planet

<i>a priori</i> code: VINTAGE means			
BEING FASHIONABLE	ENVIRONMENTALLY BENEFICIAL	RE-USING	USING ETHICALLY
BF	EB	R-U	UE
looking fashion fabulous	being planet friendly, buying without increasing carbon imprint	re-using existing materials, re-using with style	being used ethically

Table 5:3:7 Core Categories Vintage

<i>a priori</i> code: SUSTAINABLE means				
SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES	BEING ORGANIC	CAUSING NO HARM	CONSIDERING & ADAPTING BEHAVIOUR
Discussion Code	APP	BO	CNH	C&AB
Process Codes	certifying production process	being ecologically sound and 100% Organic	causing no harm, making little negative impact,	going green
SELECTIVE CODE	RESPECTING THE ENVIRONMENT		HAVING SOCIAL CONSCIENCE	SHIFTING PERCEPTIONS
Discussion Code	RTE		HSC	ShP
Process Codes	being eco friendly, being ecologically sound and 100% Organic, causing no environmental harm, using recycled materials,		producing with social Conscience,	shifting consumer perceptions

Table 5:3:8 Core Categories Sustainable

Appendix 5:4 Theoretical Codes: MediaTexts

ProcessCodes Ethical Fashion is / Ethical Fashion means...	Selective Codes Ethical Clothing is...	Theoretical Codes
being undesirable, being unfashionable, compromising on style, lacking value, limiting fashion options, confusing information confusing for consumer,	UNDESIRABLE (CS, CFLI, LV)	COMPLEXITY
being a fairtrade product, being chic, being desirable, being fashionable, being stylish, being vintage, fashion with conscience, having broad appeal	DESIRABLE (BD, BF)	
addressing landfill issues, being bio degradable, being carbon neutral, being chemical free, being compostable, being eco-friendly, being eco-friendly, being ecologically sound and 100% organic, being environmentally beneficial, being locally sourced, being organic, being planet friendly, being recycled, being sustainable, being untreated, causing no harm, considering fuel dependency, considering global warming, environmentally friendly, products being eco-friendly, using recycled materials	ENVIRONMENTALLY BENEFICIAL (RTE, R-U, EB, BSu, BO, CNH)	BENEFITS
being socially beneficial, being sustainable, being sweatshop free, causing no harm, possessing health benefits, socially responsible	SOCIALLY BENEFICIAL (HSC, CNH, HHB, SB)	
being made from cotton, using natural dyes, using natural materials	NATURAL (BN, RTE)	DESIRABILITY
being more than a fad, being progressive, growing area for fashion market, growth area in fashion, providing a retailer opportunity, using alternative fabrics	PROGRESSIVE (BP)	
being a luxury item, being a luxury product, being unaffordable	EXCLUSIVE (BEx)	

Table 5:4:1 Theoretical Codes for Core Category Clothing Attributes

Process Codes Ethical Fashion is / Ethical Fashion means...	Selective Codes Ethical Clothing means...	Theoretical Codes
being fashionable, being stylish, looking fashion fabulous (invivo), re-using with style, wearing eco chic	BEING FASHIONABLE (BF, BSt)	CONFUSION
being undesirable, compromising on style, compromising one's image	COMPROMISING (CoS)	
being chic, being cool, being desirable, being glamorous, buying desirable products, eco warrior looking good	BUYING DESIRABLE PRODUCTS (BF, BD)	INVESTMENT
paying a premium, willingly pay a premium	PAYING A PREMIUM (PP)	
demanding to know more, wanting to know more, consumer taking the lead	ACTIVE KNOWLEDGE SEEKING (AKS, SO, IDM)	LEARNING
assessing products on high st, avoiding cotton, avoiding environmental damage, becoming aware, behaving ethically, being used ethically, buying without increasing carbon imprint (invivo), checking labels, choosing organic, choosing vintage, finding conscience, going green, having a social conscience, making choices, shopping ethically, thinking about impact of clothing, forcing industry to change, being an ecowarrior,	INFORMED DECISION MAKING (UE, SE, IDM, HSC)	
being conscious of the environment, being eco-friendly, being green, being planet friendly, considering carbon footprint, considering environmental issues, considering the environment, recycling, reducing carbon footprint, saving the planet, sorting buy consumers	SAFEGUARDING THE ENVIRONMENT (C&AB, IDM, RTE, EB)	COMMITMENT
considering human rights, considering morality of retailer behaviour, considering social sustainability, helping producers of goods, protecting workers, safeguarding the future of producers	SAFEGUARDING PRODUCERS (C&AB, IDM, SP)	

Table 5:4:2 Theoretical Codes for Core Category Consumer Behaviour

Process Codes Ethical Fashion is / Ethical Fashion means...	Selective Codes Ethical Clothing means...	Theoretical Codes
challenging for retailers, growing area for the fashion market, leading to limited change, progressing slowly, struggling with criteria, helping producers of goods, paying worker more	ACKNOWLEDGING the CHALLENGES (SWc, Ch, HLO, BP)	COMMITMENT
accrediting production processes, addressing exploitation, applying to broad use in product development, behaving ethically, behaving morally, being sustainable, committing to ethical practices, considering finite resources, considering fuel dependency, considering global warming, considering social development, doing the right thing, fabrics being sustainably sourced, having production values, making ethical commitment, making little negative impact, paying a premium, producing ethical products, producing products with conscience, relating to animal rights, relating to human rights, relating to working practices	COMMITTING TO ETHICAL PRACTICE (RBE, BE, CEP, HSC, SP)	
accrediting production processes, certifying production process, formally accrediting production processes	CERTIFYING PRODUCTION PROCESSES (RBE, BE, CEP, HSC, SP)	SURVEILLANCE
monitoring supply chains, producing with social conscience, , <i>taking responsibility for the supply chain</i> (NV)	MONITORING SUPPLY CHAINS (MSC, TR)	
avoiding environmental damage, being concerned about environment, being green, causing no environmental harm, eradicating pesticide in cotton, producing fleece, producing polyester, recycling plastic, reducing carbon footprint, reducing water use, respecting the environment, using cotton, using recycled fibres, <i>re-using existing materials</i> (NV), re-using waste,	AVOIDING ENVIRONMENTAL HARM (RTE, EB, R-U, CNH, TR),	
challenging for retailers, struggling with criteria, shifting consumer perceptions, responding to consumer awareness	MASQUERADING AS CONSCIENTIOUS (MAC)	DECEPTION
<i>masquerading as conscientious</i> (NV), retailers considering reputation, retailers behaving	MANAGING REPUTATION (MAC, SR)	

Table 5:4:3 Theoretical Codes for Core Category Retailer Behaviour Behaviour

Appendix 5:5 Coding Stage 1 Phase 2

The term: Ethical fashion makes me think of	The word: Eco makes me think of	The word: Environmental makes me think of	The word: Organic makes me think of	The word: Fairtrade makes me think of	The word: Green makes me think of
A dress made from newspaper, bazaar, beige, black african woman, clothes made and sourced in an ethical way, cotton, hippy, aware, culture, natural, fair trading, fair treatment, fashion made ethically, foreign clothing, hemp, hippy, indian clothes, made fairly, more expensive, a bit boring, people tree, workers	buzz word, ecological, doesn't harm the environment, eco friendly people, environment, green, environmentally friendly, friendly, global warming, good for environment, planet, warrior, washing powder	activist, care, climate change, surroundings, co2 from car, concern, issue, eco aware, good or bad, friendly, friendly to environment, green, health, industrial, cheap, issues surrounding the environment, nothing, planet awareness, recycling, save our planet, trees waste, the world	cotton, food, healthy, expensive, fresh fruit & vegetables, good, clean, green, trees, yoghurt	africa, bananas, chocolate, coffee, cotton t-shirts sold in supermarkets, ensuring overseas employees get treated fairly, equality fairly made, fair wage, fairness to producers, expensive, farmers in field picking rice, food products, label on food, paid fairly products bought for a set price, sometimes good sometimes not	colour, consumer who is aware of the environment, does not harm the environment, eco eco friendly, recycled, ecologically made, environment ethics, good, good for environment, grass, just the colour green, natural, recycling, trees
The term: Conscious consumer makes me think of	The word: Recycled makes me think of	The word: Sustainable makes me think of	The word: Eco Fashion makes me think of	The word: Eco-Chic makes me think of	The word: Ethically Conscious makes me think of
a mum with a child, aware, aware of what they are purchasing, buys ethical products, caring, clever, cost, ethical, fussy, good, hippy, choices, organic, person buying something, picky, careful, someone who cares about environment, someone who is aware of what they're buying & where it comes from, think about purchases, think before you buy thinking, thoughtful	a can (the ad campaign 'the possibilities are endless'), bins, green, charity shop, eco-friendly, second hand, environment environmental, glass, green bins, old clothing, vintage clothing, plastic bags, plastic bottles, newspaper, plastics, cardboard, purpose, re-used, eco-friendly, lower quality, reused, remade rubbish, use again, used and made into something new used products	don't know, environmentally friendly, expensive, keeping on a level, long fields, long lasting long life, made to last, not cheap making with low impact, nothing comes to mind, ongoing, achievable, oxfam logo, petrol plastic, replacement, alternatives re-usable energy, sourcing, using windfarms	clothing, environmentally friendly clothing, don't know, cotton, cotton clothes, environmentally friendly fashion, environmentally safe garments, ethical fashion all about saving the planet, ethnic, fairtrade fashion, clothes, katherine hamnett, middle class, natural, rustic, recycled, self-aware, small companies, not mainstream, trends with environmental awareness	attempt at being cool, brown, don't know, dressing on a budget, 2nd hand, charity shops, environmentally friendly clothes, expensive, exclusive fashion, fashionable and eco friendly, fashionably eco, green, green the colour, hippy, hippy style, items that are ethical, nothing comes to mind using bin bags for clothes, woman	a price tag, aware, aware of where things have been made or sourced being aware, care for environment when purchasing, caring person (in a skirt), choices, awareness, consideration for ethics, don't know environment, expensive, hippy, intelligent shopper with concern for environment, knows where product is made, not primark! the way i'm dressed! thoughtful, environmental, what does it mean? worried about ethics

Table 5:5:1 Focus Group Word Associations - Initial Codes

Appendix 5:6 Focus Group Word Associations - Selective Codes and Core Categories of Association

The term: Ethical fashion makes me think of			The word: Eco makes me think of		The word: Environmental makes me think of		The word: Organic makes me think of		The word: Fairtrade makes me think of		The word: Green makes me think of			
Ethnic, cultural dress	22%		The Environment, global warming	30%	The Environment (global warming, emissions, recycling, waste)	52%	Food, Freshness, Health	69%	Food, labels, supermarket	69%	The colour	27%		
Fairtrade			Friendliness, no harm		Care, concern, friendliness	26%	Natural, Green, Cotton	9%	Fairness, equality, pay, workers	61%	Environment	27%		
Boring & bland clothes	18%		Warrior	26%	Contraction of	16%	Price	4%	overseas	13%	Eco	20%		
Ethical sourcing	13%		ecological	9%	Awareness	5%			Cotton clothing	4%	Recycling	7%		
Price			Detergent	4%	Health				Price		Ethics	7%		
Cotton, Hemp					Industry	5%					Natural, goodness	14%		
Hippy	13%				Global issue	21%								
Awareness				4%	Natural	5%								
Craft	13%				surroundings, green									
People Tree	9%				Eco-friendly	10%								
	9%				Activist	5%								
	4%													
	4%													
	4%													
Categories of association														
Clothing attributes (CORE category phase 1)			The Environment (EMERGENT cat phase 2)		Consumer behaviour (CORE category phase 1) The Environment (EMERGENT cat phase 2)		Food attributes (EMERGENT cat Phase 2)		Food attributes (EMERGENT cat phase 2)		The Environment (EMERGENT cat phase 2)			
Retailer behaviour (CORE category phase 1)			Generic product attributes (EMERGENT cat Phase 2)				Clothing attributes (CORE category phase 1)		Generic product attributes (EMERGENT phase 2)					
Consumer behaviour (CORE category phase 1)			Consumer behaviour (CORE category phase 1)				Generic product attributes (EMERGENT category)		Clothing attributes (CORE category phase 1)		Consumer behaviour (CORE category phase 1)			
Lifestyle (EMERGENT catphase 2)			Consumer knowledge (EMERGENT cat phase 2)						Generic product attributes (EMERGENT cat phase 2)		Consumer knowledge (EMERGENT cat phase 2)			

Table 5:6:1A Focus Group Word Associations - Selective Codes and Core Categories of Association

The term: Conscious consumer makes me think of		The word: Recycled makes me think of		The word: Sustainable makes me think of		The word: Eco Fashion makes me think of		The word: Eco-Chic makes me think of		The word: Ethically Conscious makes me think of	
Shopping Thinking, intelligence Awareness, parent Caring Selecting, organic Ethics The Environment Hippy Price	26 % 26 % 18 % 13 % 17 % 9% 4% 4% 4%	Household waste collection Re-using, re- making, Charity shops The Environment Eco-friendly Public information campaign	34 % 34 % 13 % 9% 9% 4%	Energy, over-using Longevity Balance, achievement, impact Re-use Oxfam Alternatives, Sourcing No associations The Environment Price	17% 13% 13% 9% 9% 9% 9% 4% 4%	Clothing, designer Environment, recycling Cotton Ethical Awareness Safe practice Trend Ethnic Niche Brand Rustic Middle class No associations	38 % 22 % 9% 9% 9% 9% 4% 4% 4% 4% 4%	Fashionable The environment, 'green' clothing Eco Friendly Price, exclusivity Hippy No associations Craft, Attempt to be cool bland clothes 2 nd hand clothes Ethical sourcing	13 % 13 % 13 % % 13 % % 9% 9% 4% 4% 4% 4%	Awareness Care & concern Considerate shopping Environment No associations Ethics Price Knowing about products Hippy Intelligence Sourcing	22% 22% 18% 18% 9% 9% 9% 4% 4% 4% 4%
Categories of associatio											
<div>Consumer behaviour (CORE category phase 1)</div> <div>Consumer knowledge (EMERGENT cat phase 2)</div> <div>The Environment (EMERGENT cat phase 2)</div> <div>Lifestyle (EMERGENT cat phase 2)</div> <div>Clothing attributes (CORE category phase 1)</div>		<div>Consumer behaviour (CORE category phase 1)</div> <div>Consumer knowledge (EMERGENT cat phase 2)</div> <div>The Environment (EMERGENT cat phase 2)</div> <div>Generic product attributes (EMERGENT category)</div>		<div>Retailer behaviour (CORE category phase 1)</div> <div>Consumer behaviour (CORE category phase 1)</div> <div>Generic product attributes (EMERGENT cat phase 2)</div> <div>Consumer Knowledge (EMERGENT category)</div> <div>The Environment (EMERGENT cat phase 2)</div>		<div>Clothing attributes (CORE category phase 1)</div> <div>The Environment (EMERGENT cat phase 2)</div> <div>Retailer behaviour (CORE category phase 1)</div> <div>Consumer behaviour (CORE category phase 1)</div> <div>Lifestyle (EMERGENT cat phase 2)</div> <div>Consumer Knowledge (EMERGENT category)</div>		<div>Clothing attributes (CORE category phase 1)</div> <div>The Environment (EMERGENT cat phase 2)</div> <div>Lifestyle (EMERGENT cat phase 2)</div> <div>Consumer Knowledge (EMERGENT category)</div> <div>Consumer behaviour (CORE category phase 1)</div> <div>Retailer behaviour (CORE category phase 1)</div>		<div>Consumer behaviour (CORE category phase 1)</div> <div>The Environment (EMERGENT cat phase 2)</div> <div>Consumer Knowledge (EMERGENT category)</div> <div>Retailer behaviour (CORE category phase 1)</div> <div>Generic product attributes (EMERGENT cat phase 2)</div> <div>Lifestyle (EMERGENT cat phase 2)</div>	

Table 5:6:1B Focus Group Word Associations - Selective Codes and Core Categories of Association

Appendix 5:7 Focus Group Word Definitions - Initial Codes

Ethical fashion means	Eco means	Environmental means	Organic means	Fairtrade means	Green means
<p>Correct' Fashion for your culture A fashion trend, Apparel and accessories manufactured whereby workforce has been treated fairly, Clothing made ethically, Clothing made ethically with care for people & environment, Clothing produced and sourced without use of child labour, fair-trade materials etc Clothing produced without detriment to others, Clothing that has been sourced ethically, fair wage for workers etc, Clothing that hasn't involved animal cruelty, sweatshop labour etc The term ethical fashion has no clear definition but is a term used as an umbrella for lots of mini movements such as fair-trade organic eco, Don't know, Fashion for all different people no matter of religion or colour Fashion from people who care about where the clothes have come from eg sweatshops Fashion goods that are produced under fair, safe conditions, reasonable pay for workers etc Fashion or clothing made ethically eg third world country Fashion that has been provided and produced with thought of material sources, Other countries national dress or their fashion Using materials from abroad to help a nation or country, When garments are produced with natural fabrics and staff are treated well</p>	<p>A word associated with a product that is safe to the environment, no harmful chemicals, Eco means aware of the environment around you, Ecological – word added to the front of products to suggest ecologically made, Ecologically aware, Ecologically sound, Environmentally Friendl Environment, environmental, Environmentally friendly, Environmentally friendly to the earth, Environmentally safe, Good for the environment Green, kind the environment Reduced negative impact on environment, Something to describe environmentally friendly, To care about how the world will end up if we continue to pollute, With regards to planet</p>	<p>Anything to do with the environment whether good or bad Care about the world we live in, recycle etc, Care for environment when making, Environment, recycle products, Environmentally friendly, Global issues of climate etc or your surroundings, Good for environment, not harmful Good for the environment, aware of the environment, Issue, concern for environment, Issues that affect the environment such as carbon emissions etc, Issues which surround you such as keeping our carbon footprint down, Something that relates to the earth & caring, Surroundings, the area that we live in, Taking into account, impact on global or local environment, Talking about the environment, The place around you, The place where we live, the surrounding area Where we live, our surroundings Your surrounding area</p>	<p>Fresh food products grown with no chemicals or pesticides, Fresh, natural products, Grown without chemicals or pesticides Grown without chemicals, natural, Grown, produced without artificial aid, Grown, Sourced naturally, Healthy, Made using no chemicals and with care for the environment, Made without use of pesticide or genetic modification, Natural, environmentally friendly. No chemicals, No chemicals used, No pesticides, Nothing added to food or animal feed. Free from chemicals, Produced without chemicals, Produced without pesticides, Product made with a source that has not been treated with chemicals, Thoughtfully grown, no chemicals, When something has been produced without the aid of chemicals</p>	<p>A product is made fair-trade if it is produces by staff who have been treated fairly and paid a reasonable wage, Employees are employed and paid a fair wage for work they do, Fairtrade for workers, they produce the goods that we consume in return for good living conditions and a living wage, Fair-trade, third world organisations looked after From a source that pays growers a proper wage, Giving producers fair money for what they produce Giving the people who make or grow things in poorer countries a better profit for their products Made on poor countries where poor workers are paid fairly Overseas assistance to reduce hardship in (a particular) country Paying a fair wage, amount for work or goods, Producers are compensated fairly for goods, services they provide, Products and services have been provided by companies that have been checked for the way they treat employees and sources of products, Products which are made to support fair-trade workers in developing countries, The people that make the product are paid fairly, The supplier gets a fair deal, Western buyers sourcing from developing world suppliers and paying them a fair price for their product, When a fair price is paid for a product what is produced in another country, When the producers of goods get a fair rate for items they grow, Workers have been treated and paid in line with regulations set by a particular country and not less, Workers, farmers given a set price for their product. Used on everything theses days</p>	<p>A word associated with a product that is not harmful to the planet, Apart from colour, also means green environment Aware of environmental issues Care about the world we live in, recycle etc, Care for environment Environmentally conscious, proactive, Environmentally friendly Environmentally friendly to reuse and recycle items into green bins or being aware of the earth Environmentally ok, sustainable Environmentally sound Environmentally sound, friendly Friendly to the earth, environment, Good for environment, not harmful Good for the environment If something is green, it is environmentally friendly Relates to the organic environment – trees, plants etc The term green means to be ethical, To be kind to the planet. To take care not to pollute</p>

Conscious consumer means	Recycled means	Sustainable means	Eco Fashion means	Eco-Chic means	Ethically Conscious means
<p>A person who consumes good with an active interest in how, where they are made and what they are made from i.e. someone who 'reads the back', A shopper who cares where garments come from (sourced), Aware of other products & prices, Aware of repercussions of actions Awareness of what is being purchased or provided, Care about where the things you buy have come from, Conscious- person being aware of what they want. Consumer – person buying the product, Makes a decided effort to purchase products that they feel haven't been damaging to man or planet, Making choices using knowledge of how things are produced and your conscience, Shopper who is aware of how, where their purchase has been produced Somebody who thinks about where the product came from Someone that is aware of what they buy – perhaps base there consumption pattern of environmental factors, Someone that is aware of where their product is made and makes sure that it has been sourced ethically Someone who is aware of what they're buying & where it was sourced or produced, Someone who is aware of what they're buying into with a product whether good or bad, Someone who knows what they are wanting to buy, Someone who makes choices about purchasing based on factors such as ethics of product sourcing, organic materials sustainability etc Someone who pays attention to what they purchase, Thought about what buying and the implications</p>	<p>Save our planet', Items that are re-used either in their original form or for use in a new form Made from something that has previously been something else Materials that have been processed to use again, Old products have been broken down and re-invented to produce another product, Product that has been made from old products Products that have been made into something else after use Re-use goods or re-made Re-used products – either as they are, or re-formed, Reusing Re-using things, glass, plastic, paper, Should be taken back to original form and re-used but use in a lot of different terms Something that has previously existed as something else Something that is re-used To re-use things for another purpose, Used before then reused as something else Used products which are then turned into new products Using an item again to make something new, When items such as plastic are not thrown away but re-used in some manner When things are produced into something else and not thrown away</p>	<p>Able to keep going without damaging the future, Acting and producing goods in such a way that will mean that the future generations will still be able to appreciate the world, Comes from a source that can be re-used such as wind generated energy Do we have enough, Does not deplete withstands decay or wear From a source that can be used again and again, Made in a way that doesn't deplete resources Produced to last, Producing products which don't affect future generations ability to survive Products or ideas that are long lasting, Renewable, replaces what it takes out of the environment, Something that lasts, reused not just thrown away, Sustainable- on a level Sustainable, energy efficient building, To keep at one level To keep something going at a standard value or rate, Using goods and services which can be used more than once i.e not fossil fuels but solar power, When something is re-used, When the use of a product will not mean it runs out eg replacing trees, using wind power etc, Will not run out</p>	<p>Brands such as People Tree who promote their organic, fairtrade, anti sweatshop stance Clothing made ethically, Clothing made from a sustainable material, Clothing made from sustainable sources, Clothing manufactured without damage to the environment Environmentally friendly clothing, Environmentally friendly fashion, Environmentally friendly fashion, clothing, Ethically made garments, Fashion from with no dyes & green Fashion products that are produced ethically, Fashion that has a conscience about its creation, Fashionable clothes which have been produced ethically, Natural fabrics turned into fashion, New eco shopping bags in supermarkets, Products that have been produced in line with eco thought, Recycled clothes or cloth made into fashionable clothing, Trends from being green, When designers or high street retailers use fair-trade or organic fabric in their designs Products that have been produced in line with eco thought, Recycled clothes or cloth made into fashionable clothing, Trends from being green, When designers or high street retailers use fair-trade or organic fabric in their designs</p>	<p>A fashion trend, A style or way of dressing selecting ethically sourced items and accessories or jewellery from fair-trade projects, Classy fashion which has been produced by natural fabrics, Clothing sourced ethically, products becoming popular due to media hype, non harmful to environment, Don't know Ecologically sound fashion that is more designer, high end, Ecologically sound high fashion, Environmental fashion. Eco friendly fabric made for fashion clothes, Environmentally friendly fashion, Fashion that has no chemicals, natural dyes, Fashionable clothes that have been produced ethically, Fashionable clothing made from materials from abroad to help a nation or country, Looking good when wearing eco friendly clothes. Looking good without having a bad conscience, People using eco products to represent a quality about themselves, The style of someone that dresses in ethical fashion Trends focussing and made from being environmentally friendly Wearing garments or lifestyle which is helping the environment and people around us</p>	<p>Aware and takes interest in where and how products have been made, Aware of ethics and treatment of workers, pay conditions etc Aware of other peoples beliefs and way of life, Aware of the environment, Awareness of the ways that products have been created. The effects that have been placed on people producing it, Being aware of the ethics behind the goods that you purchase perhaps basing consumption patterns around this awareness Being aware that one can make choices about purchasing items that are sustainable, created in a healthy environment etc Conscious of culture, Consumer aware of where things have been made or sourced, Not participating in anything you feel goes against your ethics, People who are aware of the ethical issues when shopping Someone who is concerned with the ethics behind product Someone who is concerned, active about the impact of our manufacturing, growing in our environment, Someone who knows that their products have come from a sustained sources, fair wages, Someone whom is aware of how or where products are made and chooses to buy them if they are fairly made Thinking about ethical impact of actions, Understanding the issues surrounding the production of goods e.g worker conditions, What is happening in other nationalities, When someone is conscious about the earth and the people in it, want to help make a difference You care and have ethics</p>

Table 5:7:1 Focus Group Word Definitions – Initial Codes

Appendix 5:8 Selective and Process Codes: Focus Group Word Definitions

<i>a priori</i> code: ENVIRONMENTAL means		
SELECTIVE CODE	STRUGGLING WITH CRITERIA	INFORMED DECISION MAKING
Discussion Code	SWC	IDM
Process Codes	<i>surroundings, the area that we live in (NV)</i>	<i>talking about the environment (NV)</i>
SELECTIVE CODE	RESPECTING THE ENVIRONMENT	CONSIDERING GLOBAL ISSUES (NEW)
Discussion Code	RTE	TR
Process Codes	<i>caring for environment when making (NV), being friendly, caring for the earth, recycling, reducing carbon footprint, reducing carbon emissions, taking into account, impact on global or local environment (NV)</i>	<i>considering global issues of climate change (NV)</i>

Table 5:8:1 Selective and Process codes: Environmental

<i>a priori</i> code: CONSCIOUS CONSUMER means		
SELECTIVE CODE	ACTIVE KNOWLEDGE SEEKING	INFORMED DECISION MAKING
Discussion Code	AKS	IDM
Process Codes	<i>considering repercussion of choices deciding to make the effort, reading 'the back'</i>	<i>comparing products and prices, considering repercussion of choices, reading 'the back' shopping with care</i>

Table 5:8:2 Selective and Process codes: Conscious Consumer

<i>a priori</i> code: ORGANIC means		
SELECTIVE CODE	BEING NATURAL	PRODUCING FOOD (NEW)
Discussion Code	BN	PrFd
Process Codes	<i>being natural, making with care for environment</i>	<i>growing naturally without chemicals or pesticides, growing thoughtfully, being fresh, feeding animals without chemicals</i>

Table 5:8:7 Selective and Process codes: Organic

<i>a priori</i> code: ECO means		
SELECTIVE CODE	HAVING SOCIAL CONSCIENCE	RESPECTING THE ENVIRONMENT
Discussion Code	HSC	RTE
Process Codes	caring about impact of pollution	being green, , being planet friendly, considering the environment, being ecologically sound, being safe, reducing negative impact

Table 5:8:3 Selective and Process codes: Eco

<i>a priori</i> code: FAIRTRADE means		
	SAFEGUARDING PRODUCERS	BEING CYNICAL (NEW)
	SP	BCy
	addressing exploitation, paying fairly, paying growers a proper wage, third world organisations looked after	Used on everything these days

Table 5:8:4 Selective and Process codes: Fairtrade

<i>a priori</i> code: GREEN means				
SELECTIVE CODE	ENVIRONMENTALLY BENEFICIAL	SPEAKING OUT	BEING SUSTAINABLE (NEW)	BEING ETHICAL (NEW)
Discussion Code	EB	SO	B Sus	BEth
Process Codes	being conscious of the environment, being aware of the earth, being friendly, being good, being sound, being unharmed, caring for the world, relating to the organic movement, taking care no to pollute, using green bins	being proactive	being sustainable	being ethical

Table 5:8:5 Selective and Process codes: Green

<i>a priori</i> code: RECYCLED means		
SELECTIVE CODE	RE-USING	SAVING THE PLANET (NEW)
Discussion Code	R-U	SPI
Process Codes	making something new from old, reprocessing materials something that has previously existed as something else (NV), not throwing away	Saving the planet

Table 5:8:6 Selective and Process codes: Recycled

Appendix 5:9 Theoretical Codes: Focus Group Definitions

Process Codes Ethical Fashion is / Ethical Fashion means...	Selective Codes Ethical Clothing means...	Theoretical Codes
Clothing made form abroad to help a nation or country, being made ethically	SOCIALLY BENEFICIAL	BENEFITS
Using natural fabrics, being made from sustainable materials, being made with 'green dyes'	ENVIRONMENTALLY BENEFICIAL	
Producing classy fashion with natural materials, being ecologically sound designer fashion, being high end fashion	HIGH END	INACCESSIBLE
Dressing in correct fashion for your culture (NV), fashion for all different people no matter what religion or colour, other countries national dress or their fashion	CONFUSING	

Table 5:9:1 Theoretical Codes for Core Category Clothing Attributes (Definitions)

Process Codes Ethical Fashion is / Ethical Fashion means...	Selective Codes Ethical Clothing means...	Theoretical Codes
being safe, reducing negative impact, being conscious of the environment, being aware of the earth, being friendly, being good, being unharmed, caring for the world, relating to the organic movement, taking care not to pollute, using green bins, being proactive, being sustainable, being ethical, saving the planet, being friendly, caring for the earth, recycling, reducing carbon footprint, reducing carbon emissions, taking into account impact on global or local environment (NV), talking about the environment (NV), considering global issues of climate change (NV), behaving with consideration for the future, not throwing away, using more than once, considering energy efficiency, considering sources of energy, caring for environment when making (NV), being friendly, caring for the earth, recycling, reducing carbon footprint, reducing carbon emissions, taking into account, impact on global or local environment (NV), caring about impact of pollution, being green, being planet friendly, considering the environment, being ecologically sound	CONSIDERING ENVIRONMENTAL IMPACT of PERSONAL BEHAVIOUR	LEARNING
considering repercussion of choices, deciding to make the effort, reading 'the back', comparing products and prices, being proactive Choosing to buy from fair-trade projects, dressing in a particular way, dressing in a fashionable way, looking good when wearing eco friendly clothes, looking good without having a bad conscience, using eco products to represent a quality about yourself, dressing selecting ethically sourced items, wearing garments or lifestyle which is helping people around us	SHOPPING WITH CARE	

Table 5:9:2 Theoretical Codes for Core Category Consumer Behaviour (Definitions)

Process Codes Ethical Fashion is / Ethical Fashion means...	Selective Codes Ethical Clothing means...	Theoretical Codes
relating to animal rights, relating to human rights, relating to working practices, clothing made ethically with care for people & environment (NV) considering third world producers, using fairtrade materials retailers caring about where the clothes have come from eg sweatshops, producing clothing ethically, designers and high street retailers using fairtrade or organic fabric in their designs, designer having social conscience at point of creation, producing ethically, paying fairly, third world organisations looked after, addressing exploitation,	COMMITTING TO ETHICAL PRACTICE (C&AB, RBE, CFG, HSC, SP)	COMMITMENT
being made from cotton, being natural, making with care for environment, making something new from old, re-processing materials, progressing without damaging the future, producing goods with consideration for the future, not depleting resources, reducing carbon footprint, reducing carbon emissions, taking into account, impact on global or local environment (NV), producing with natural fabrics, being environmentally friendly clothing, producing in line with eco thought, being green, manufacturing without damage to the environment, providing and producing with thought of material sources, <i>growing naturally without chemicals or pesticides, growing thoughtfully, being fresh, feeding animals without chemicals</i>	AVOIDING ENVIRONMENTAL HARM (RTE, BN, R-U, CNH, TR, PF),	

Table 5:9:3 Theoretical Codes for Core Category Retailer Behaviour (Definitions)

Process Codes Ethical Fashion is / Ethical Fashion means...	Selective Codes Ethical Clothing means...	Theoretical Codes
being conscious about the earth and the people in it, asking do we have enough, producing goods with consideration for the future, not depleting resources	THE ENVIRONMENT BA	KNOWLEDGE
taking interest in where and how products have been made, being aware of the ways that products have been created. being aware of the ethics behind the goods that you purchase, basing consumption patterns around awareness, being aware that one can make choices about purchasing items that are sustainable, choosing to buy products if they are fairly made, being aware of the ethical issues when shopping, thinking about ethical impact of actions,	DOMESTIC ACTIVITIES	
brands such as People Tree promoting their organic,fair-trade,anti sweatshop stance knowing that products have come from sustainable sources, knowing that retailers have provided fair wages, knowing the effects that have been placed on people producing it, not knowing, understanding the issues surrounding the production of goods e.g worker conditions, being aware of other peoples beliefs and way of life, being aware of ethics and treatment of workers, pay and working conditions, being conscious about the earth and the people in it, asking do we have enough, producing goods with consideration for the future, not depleting resources	FAMILIAR (NB, CSuf, Kg, Ug, Cfg)	CONFUSION
being conscious of culture (NV), knowing what is happening in other nationalities (NV), struggling with criteria, not knowing, dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour (NV), having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV), struggling with criteria, don't know (NV), dressing in 'correct' fashion for your culture (NV), fashion for all different people no matter of religion or colour (NV), having no clear definition but is a term used as an umbrella term for fair-trade, organic, eco (NV)	NOT UNDERSTOOD SWc	

Table 5:9:4 Theoretical Codes for Core Category Consumer Knowledge (Definitions)

Appendix 5:10 Extracts from Transcripts: Clothing Attributes

Focus Group Discussion re: Clothing Attributes				
Data segment	Time segment	Quote	Participant	Process Code Core Category
126	34:26.4 - 34:38.4	Top Shop has been mentioned, Primark has been mentioned. Are there other stores on the Hig St wher you have seen ethical products? Long silence while they think...no is resounding response...	Researcher	Not knowing
127	34:42.2 - 34:57.5	Sainsbury but that was the Fairtrade cotton for their basic T-shirts but I don't think any other shops. (Much thinking)	Sam	Seeing in supermarket Lacking in availability
128	34:52.4 - 35:16.0	Would you seek out ethical clothing in the same way that you might seek out free range eggs and local meat?	Researcher	
129	35:20.2 - 35:29.9	Yes...I think its a gradual change over...even a few years ago maybe people wouldn't even have been aware of what organic food was and now we're thinking ok its a bit too expensive but I would buy it. Maybe it will be the same with clothing as well. It becomes more widely available and the price comes down.	Carly	Considering being proactive Limited availability affecting price Perceiving an immature market Aligning with developments in organic food
130	35:34.1 - 35:36.6	And they increase the ranges and stuff.	Sam	Lacking in choice
131	35:40.3 - 36:44.2	I did once. I went on People Tree... a Fairtrade and an ethical company... so I went and ordered their brochure but it wasn't...it was really expensive. The clothing was ok but I thought it was a bit mature. I just thought it was expensive so I didn't buy anything then. My mum bought me a few things from there but I don't wear them. So it's kind of maybe put me off...that price point and maybe...it makes you think well is Fairtrade ethical fashion trendy and sexy or is it something we may look to in the future but not just yet. I wouldn't spend, I'd spend that amount of money...£70- for a dress...I would spend £70 on a dress but one I really liked not one that I'm buying just because it ethical.	Laura	Lacking in attractive qualities Lacking appeal Being expensive Lacking commitment Perceiving an immature market
132	36:48.0 - 36:57.1	I suppose there's not that much competition yet though because there are only a few companies producing it ethically yet, well that we know of. So maybe when there's more, they'll have to move the price.	Carly	Lacking in choice Perceiving an immature market Lacking in knowledge
133	37:01.4 - 37:02.4	Yeah...if Top Shop suddenly went ethical then I'd still be there	Laura	Looking for style Being open to purchase

134	37:04.3 - 37:29.5	But I think it's to do with trends and fashion if it's not fashionable you're not going to step out in it because you've got a sign to say it's ethical... I don't think that any of the High St shops that have got a new range...if they attached an ethical tag on it then people might run about and get it but not because it's ethical but because it's up and coming and it's a new trend and it's just good that it is ethical fashion as well.	Sam	<div>Lacking in style</div> <div>Lacking appeal</div> <div>Looking for style</div> <div>Being ethical is value added</div>
135	37:33.1 - 37:56.9	It's like when Sainsbury do those jute bags...I'm not a plastic bag...that's was ethical and it was in all the magazines wasn't it...and it was five, it was accessible for us and it was designer and it was ethical so it was everything that normal people, with you know average income would be able to...	Laura	<div>Being accessible</div> <div>Being mainstream</div> <div>Being promoted</div> <div>Being affordable</div>
136	38:01.4 - 38:28.1	Yeah that's probably one of the other big things isn't it the bags that you can get for Tesco and Sainsbury...those sort of bags. They are usable for things other than your shopping...you don't mind stepping out with one of those as opposed to a Tesco carrier bag. it's a bit more trendy isn't it but again it goes to fashion and trends	Sam	<div>Being entry level</div> <div>Being usable</div> <div>Being fashionable</div> <div>Referring to supermarkets</div>
110	37:39.4 - 38:04.1	It would seem from what you've said that there are various touch points in your lives where you are faced with these issues. Why do you think, or do you even think, that there is an issue in individuals relating these things to the production of their clothing?	Researcher	
111	38:08.2 - 38:31.5	I think because it's not as mainstream in clothing and because you kind of know deep down...well I certainly think every time I buy something in Primark...I shouldn't do that really. I'm kind of aware but I think it's cheap, it's quick, it's easy and to be honest, I wouldn't even know where to start if I said that everything I buy from now on will be ethical in whatever way - but that it's green or sustainable or made without only paying workers 80p a day. I wouldn't know where to start looking to buy anything like that and I assume maybe wrongly that it would be about twice as expensive and that's...it's maybe not as much of an issue as it was 3-4 years ago, I don't want to pay £10 for a pair of tights because I ladder them in a week or whatever so buying your £3 tights from Primark is really easy because I just think well it's kind of disposable. I think maybe now we don't think of things as being mendable we think that if they're broken we'll get rid of them. It's easy to get rid of things (the others agree) because things are really cheap and maybe if we do go back to that, things do cost more	Vicky	<div>Not being mainstream</div> <div>Lacking in availability</div> <div>Being aware</div> <div>Feeling guilty about fast fashion</div> <div>Valuing convenience</div> <div>Not knowing where to buy</div> <div>Assuming expense</div> <div>Not wanting to pay more</div> <div>Recognising impact of disposable fashion</div>

112	39:32.2 - 39:59.8	And like if you think of the comparative or the relative cost over the last 20 years. Actually if... the cost of clothes in the 70's for example compared to a pair jeans, it should now... it should be like £40 or something, I don't know the exact figures but you know what I mean? It shouldn't be so cheap but we've turned a big corner and its gone down so that everyone thinks "oh well I can't afford to shop anywhere else" but like for me I don't think it's...I'm not criticing that mentality, we've all got a bit of that...but I don't think it's that we can't afford it - it's just easy. You're used to getting things cheap... that disposable mentality Whereas 30 or 40 years ago you wouldn't buy something and think that you were going to	Ruth	<p>Recognising impact of disposable fashion</p> <p>Assuming expense</p> <p>Valuing convenience</p> <p>Recognising 'buy cheap/dispose' mentality</p>
		throw it away...(Vicky: you'd mend it) yeah and you'd just buy less. Whereas now you think "I'll buy a load of tshirts from Primark" or whatever, you know they're really cheap and it doesn't matter if they don't last. Because that option didn't used to be there then you'd buy one tshirt for the same price - you just get less for it.		<p>Making retailers responsible</p>
113	39:47.1 - 41:45.4	I think as well, the idea that fashion can be eco friendly is quite...it's a bit of a juxtaposition because fashion in itself means that everything changes every 4 months so if you want to stay in fashion you have to keep buying stuff so you think is it eco friendly anyway? Can you ever have an eco-friendly fashion idea because by the very nature of it...sustainable design, eco design or whatever, is always making you want to buy something else and in itself that's not sustainable. (Ruth: Its fashion) yeah and it changes every so often so you still end up buying lots and end up saying "well, if I have to buy something new every 3 months, then I m not gonna pay 80 quid for it I'll buy something for 25 quid and I'll wear it 3 months then its finished and out the window and I'll never wear it again because it's not in fashion anymore".	Vicky	<p>Questioning the fashion system dfg</p> <p>Being cynical</p> <p>Having to buy cheap to be fashionable</p> <p>Not willing to pay more if style lacks longevity</p>
114	41:49.4 - 42:40.7	From my point of view, if there were two garments and one was ethically sourced and one wasn't and it was just slightly more expensive then I would probably go for the ethically sourced one but my feelings, and I don't know whether its right or wrong, is that ethically sourced fashion is a lot more expensive which is what I think organic food used to be like and I'd think I'm not spending that much more, so I think it's a bit like that at the moment.	Amanda	<p>Valuing convenience</p> <p>Assuming expense</p> <p>Being open to change</p> <p>Assuming price is due to immature market</p>
115	42:44.2 - 42:45.3	Then the more you buy the more the prices come down don't they, like it has done with organic?	Ruth	<p>Assuming price will reduce when market matures</p>
116	42:49.4 - 43:08.8	Yeah exactly, it has a lot so, maybe were heading towards that...but that's just my view at the moment and I don't know whether it's right or wrong. Thinking about ethically sourced clothing or fairtrade cotton I can only think if two shops	Amanda	<p>Assuming price will reduce when market matures</p>

		that I've ever seen it in and I just remember thinking the quality wasn't really good so I wouldn't have bought it anyway.		<p>Lacking in availability</p> <p>Lacking in accessibility</p> <p>Lacking in quality</p>
117	43:12.0 - 44:08.4	It's not just about ethics either is it? You buy something because you like it and you like the price. You're not going to say "that t-shirt's not very nice but it's organically made so I'll buy it". It's an add-on isn't it and I think that's how it's changed in the last 10 to 15 years, you know it did have that ethnic image and it was hemp and it wasn't fashionable and it was a bit hippy and we have got away from that now but it has to be just another USP it can't be the main reason why you buy something. You buy because of price, quality, aesthetics, function. There are loads of different factors that come into your decision to buy something I don't think... I don't think that people necessarily buy something just because it's ethically made	Ruth	<p>Lacking in style</p> <p>Prioritising other selection criteria</p> <p>Perceiving ethical credentials as an 'addon' (NV)</p> <p>Having ethnic image</p> <p>Being undesirable</p> <p>Not buying 'just because it's ethical; made' (NV)</p>
118	44:12.0 - 44:15.5	Not for clothes no. It's got to be an add-on hasn't it?	Amanda	Perceiving ethical credentials as an 'addon' (NV)
119	44:19.2 - 44:32.9	But for food? As I interpret what you saying. The purpose of the purchase is not to feel good in an ethical sense it's to feel good in a stylish sense but with food going back to what we were talking about earlier you suggest that the purpose of the purchase was health.	Researcher	
120	44:37.4 - 45:34.0	If you saw "ethically made" on a piece of fruit you'd be like "oh gosh!"...you'd question it a bit more, you'd have to figure out what that means but if you see organic you go "right, healthy, good for me I'll buy that". You've got two apples in front of you one's organic, one's not then the decision is down to price so you buy a higher quality one that's a little bit more because I can afford it. Clothing is not about health, it's about aesthetics it is quality but it's that argument...is it necessarily better quality if it's ethically made - you don't question that organic food is better	Ruth	<p>Struggling to transfer attitudes developed re organic food</p> <p>Associating organic with health benefits</p> <p>Perceiving that it is not 'better quality if it's ethically made' (NV)</p>
		I think clothing should be, if it is being made by Fair Trade companies, I think they should advertise it more and make people more aware of it or get it in the shops that everybody goes into, because I— well I wouldn't know really where to go looking.	Claire 1	<p>Lacking availability</p> <p>Making retailers responsible for better promotion</p> <p>Making retailers responsible for mainstreaming</p>

106	36:45.1 - 36:58.3	Yeah like in New Look and Primark has had a little tiny stand of a couple of things and you're like ooh this is organic cotton... but there always dead basic T-shirts. There's never really anything that really attracts you.	Sophie	Lacking in availability Lacking in choice Lacking in appeal Nothing to attract
107	37:02.4 - 37:12.3	I bought a T-shirt that was Fairtrade and it had a print of a tree of it and some kind of funny slogan about being eco. I think I got it in the sale because it quite a nice think cotton T-shirt	Saskia	Choosing to buy Valuing quality Being cotton
108	37:16.3 - 37:18.1	Yeah there's' never anything really like...grabbing	Sophie	Lacking appeal
109	37:22.1 - 37:33.6	There is a shop...is it People tree? They've got a shop in Brighton now. I don't know if it's the only one they've got. I've never actually been in there. It's collaboration with a different eco brand. I've never been in which is awful but...	Kat	Knowing brands Being aware
110	37:37.4 - 37:40.5	ASOS but they are quite hippy...H&M and that's fashion forward	Gemma	Lacking appeal Being available
111	37:44.2 - 37:51.9	I think they (People Tree) have tried to be a bit more trend led but when I look in the window a bit "Brighton" (Anish: yummymummy!)	Kat	Lacking appeal Assuming specific target market
113	38:03.4 - 38:42.7	For me it's about style, quality and fit. Price and that's what I look for more. It's just that...it's really half arsed...you go to a shop and there'll be something with the odd swing tag on the hanger that this is Fairtrade...I just think if it is such an issue then a conscious..."really this should be looked at very very carefully" and retailers should start absorbing the cost and it should be a conscious global effort and not just a little drip drab here and there.	Saskia	Prioritising other criteria Being cynical Lacking effort Lacking COMMITMENT
114	38:46.1 - 39:06.7	I found that Primark have organic T-shirts that are actually really nicely styled and I've seen people wearing them and people pick them up because they look good. So I think maybe in a couple of month's time we'll see a bit more on the high street. But you're right its mainly basics	Anish	Valuing style Lacking choice Being optimistic
115	39:10.1 - 39:16.9	Is it just basics because they are cheap to make and even if they use slightly more expensive fabrics, they're still cheap to do?	Kat	Being cynical
112	31:13.4 - 31:22.9	I think about Primark on a quality thing. A lot of stuff I've bought tends to fall apart really quickly so I'm thinking why do I bother buying it then if I'm taking the huge risk that the buttons are going to fall off in a week and I can't sew them back on!	Laura	Questioning habits Valuing quality
113	31:27.4 - 31:30.2	It's less of a risk though isn't it Primark stuff because I get bored of clothes really quickly so if I'm just buying a dress for only a tenner then it doesn't matter anyway.	Carly	Avoiding risk Not changing habits

114	31:34.1 - 31:40.3	I'm a hoarder though, I keep stuff for ages, so I like it to last	Laura	Valuing longevity
118	32:39.4 - 32:57.7	The Fairtrade T-shirts, they're basic but I would assume they are good quality but I don't know if psychologically that I'm linking that to the cost because it would be more expensive...logically why would it be better quality but I would assume because I'm paying more that it should be better	Carly	Assuming quality Assuming price equates to quality
119	33:01.4 - 33:19.0	I don't think there's been much...to my mind about promoting that its ethically better or that it's made with certain... sources and stuff like that. Because you may be that bit more aware and make that decision but I'm not aware of that promotion of it because it's more about the cost	Sam	Lacking promotion to raise awareness
120	33:23.0 - 33:26.6	But they like to say when things are being done wrong as well. There seems to be more publicity about ...oh they produced this and its unethical...rather than they do it ethically	Carly	Being critical of media Lacking positive promotion to raise awareness
129	50:05.3 - 50:36.6	I've seen them in H&M but I looked at the quality and just wasn't convinced. But if the quality had been there and two items were the same but one was ethically sourced then I would be prepared to pay a little bit more but not a lot more. That's the only place I can remember seeing "ethically sourced" I have seen fairtrade stuff in Primark but I don't remember seeing anything else.	Amanda	Valuing quality Willing to change habits

Appendix 5:11 Extracts from Transcripts: Retailer Behaviour

Focus Group Discussion re: Retailer Behaviour				
Data segment	Time segment	Quote	Participant	Process Code Core Category
137	38:28.1 - 38:51.2	Are you aware of anything in the media at the moment that is any kind of promotional campaign in relation to these concepts that we're talking about?	Researcher	
139	38:55.2 - 38:56.2	I can't think of anything... Long silence while thinking...all say no...	Carly	
140	40:17.3 - 40:54.9	The confusion about these words doesn't help promote the products. It does confuse people doesn't it? You've not been brought up with this sort of terminology or this wording in any way from being younger and moving forward with it perhaps younger generations it might be different. They have been brought up on recycling, they have been brought up on energy efficiency, and they have been brought up on sustainability and all that sort of stuff. So they're more informed as your getting older rather than being given it in a way that's kind of subliminal messaging that you have to do it and you feel guilty if you don't. It's a guilt thing rather than a choice.	Sam	Words are confusing Lacking in exposure Younger people being more informed Needing immersion Lacking visibility Lacking in familiarity
105	36:14.4 - 36:41.3	Ok let me go back to something Saskia said earlier. You said something like even if I wanted to buy it I'm not sure where I would go. Can I just ask you, where on the High St you see clothing that is promoted as being ethical in the broadest sense - it could be organic cotton, it could be Fairtrade, it could be ethically sourced. Where do you buy your clothes and do you see any of these concepts at play in these retailers?	Researcher	
106	36:45.1 - 36:58.3	Yeah like in New Look and Primark has had a little tiny stand of a couple of things and you're like ooh this is organic cotton... but there always dead basic T-shirts. There's never really anything that really attracts you.	Sophie	Lacking in availability Lacking in choice Lacking in appeal Nothing to attract
107	37:02.4 - 37:12.3	I bought a T-shirt that was Fairtrade and it had a print of a tree of it and some kind of funny slogan about being eco. I think I got it in the sale because it quite a nice think cotton T-shirt	Saskia	Choosing to buy Valuing quality Being cotton
108	37:16.3 - 37:18.1	Yeah there's' never anything really like...grabbing	Sophie	Lacking appeal
109	37:22.1 - 37:33.6	There is a shop...is it People tree? They've got a shop in Brighton now. I don't know if it's the only one they've got. I've never actually been in there. It's collaboration with a different eco brand. I've never been in which is awful but...	Kat	Knowing brands Being aware
110	37:37.4 - 37:40.5	ASOS but they are quite hippy...H&M and that's fashion forward	Gemma	Lacking appeal Being available
111	37:44.2 - 37:51.9	I think they (People Tree) have tried to be a bit more trend led but when I look in the window a bit "Brighton" (Anish: yumyumummy!)	Kat	Lacking appeal Assuming specific target market

112	37:56.2 - 37:58.9	Anything more to add to that about the look of the garments?	Researcher	
113	38:03.4 -	For me it's about style, quality and fit. Price and that's what I look for more. It's just that...it's really half arsed...you go		Prioritising other criteria
	38:42.7	to a shop and there'll be something with the odd swing tag on the hanger that this is Fairtrade...I just think if it is such an issue then a conscious..."really this should be looked at very very carefully" and retailers should start absorbing the cost and it should be a conscious global effort and not just a little drip drab here and there.	Saskia	Being cynical Lacking effort Lacking commitment
114	38:46.1 - 39:06.7	I found that Primark have organic T-shirts that are actually really nicely styled and I've seen people wearing them and people pick them up because they look good. So I think maybe in a couple of month's time we'll see a bit more on the high street. But you're right its mainly basics	Anish	Valuing style Lacking choice Being optimistic
115	39:10.1 - 39:16.9	Is it just basics because they are cheap to make and even if they use slightly more expensive fabrics, they're still cheap to do?	Kat	Being cynical
116	39:16.4 - 40:21.8	No... it's really irritating me because I did the products (on placement in Sri Lanka) and I know that its only like a 30cent up charge for Fairtrade cotton and for organic cotton its a 45 cent up charge, But the thing is people are really sneaky, the growers are getting their way but the middleman is over charging the retailers so I think that's why retailers are not savvy yet because it's quite new to them. Because I worked for a large company they negotiated cheaper prices.	Anish	Being cynical Knowing
117	40:25.4 - 40:33.0	Fairtrade means paying people a living wage doesn't it... then how can 30 cents more...	Kat	Knowing Questioning retailer behaviour
118	40:37.4 - 40:38.4	They give the growers, we did this in high school, they give the growers a set price and they will always keep at that price whereas the others that don't go with Fairtrade - the prices can go up and go down to such a low amount. Sometimes the prices can go higher than Fairtrade erm so it's a bit...I don't know whether the Fairtrade logo is just used on everything now...	Gemma	Knowing Learning in school
119	40:43.3 - 41:16.7	So at times these workers could be getting even more money...you know	Saskia	Learning in university
120	40:58.2 - 41:18.5	Does that just apply to growers? Does it apply people who actually make the clothes as well?	Kat	Questioning to learn
121	41:22.1 - 41:23.1	No...That's the things it doesn't!	Anish	Knowing
122	41:25.4 - 41:26.4	Just the growers? (pause) mmm... It's not terribly fair then is it?	Kat	Questioning retailer practices

123	41:28.3 - 42:04.1	I think it's such a long chain, it is a ridiculous chain. You've got some fella picking the cotton, then another some fella spinning the cotton, then you get the fabric then the fabric is shipped to someone who cuts the fabric. Then someone stitches sit together, someone tags it, someone irons it, it gets put on a truck from whatever country onto a ship into our country than its driven to our store then it's taken out of the plastic and the tissue, then it's put up there. It's a really long chain and I think the word Fairtrade should be used if every single person in that chain is getting a fair deal (agreement)	Anish	Being disappointed in retailers Being cynical Expecting more from retailers
124	42:08.2 - 42:16.8	It would mean more then. I think you knew that it meant that every stage	Kat	Expecting more of retailers
125	42:10.2 - 42:11.2	It would mean more with everyone having it. If you knew that then that meant that at every stage of it perhaps you'd have to pay more...of course you'd have to pay more and people don't want to	Kat	Expecting more of retailers Not wanting to pay more

126	42:12.0 - 42:27.5	Our society though... I don't think we're willing to pay a bit more. We're happy that we have cheaper costs.	Anish	Not willing to pay more
127	42:31.2 - 42:32.4	I think people like the idea that yeah...if we don't have to pay much more then its nice to be all eco friendly and Fairtrade but its not worth paying all that money	Kat	Not worth to pay more
128	42:36.0 - 43:44.6	I still don't think that every single person in that chain is getting completely done. I think that, I don't think it's ...I think its maybe... the factories that I've dealt with seem to be doing alright yeah they send us photos and stuff. Maybe they outsource things and they seem to earn quite well. When our bosses when to see them they say they're very happy in the factories... It's not that everybody out in India and China is getting completely done over. It's only a certain percentage. Even in England, in certain companies people are working long hours for not a lot.	Saskia	Having faith in retailers Having experience
122	33:38.4 - 33:47.6	It's still quite difficult to get hold of Fair-trade clothes, things you'd wear on an everyday basis. You wouldn't wear T-shirts every day like to work; you'd just wear cheap wearable things...	Laura	Lacking in choice Lacking in availability
92	31:12.0 - 31:27.5	I try to...but I can't...I go to Primark and I buy things form Primark. I look at the price and I do think to myself, who made this? It's more of a need...no...more of a want, than a need I got that the wrong way round! So...it's annoying...	Anish	Lacking in accessibility Being too expensive Prohibiting mainstream consumer purchases
122	33:38.4 - 33:47.6	It's still quite difficult to get hold of Fair-trade clothes, things you'd wear on an everyday basis. You wouldn't wear T-shirts every day like to work; you'd just wear cheap wearable things...	Laura	Lacking in choice Lacking in availability
123	33:51.4 - 34:05.1	I don't think you can always trust them either when they say... sometimes you can't trust them.	Sally	Not trusting retailers Masquerading as ethical

124	34:09.2 - 34:22.5	It's a media and publicity thing though isn't it. You have to go with what they say and when you find out that's not the case, you feel let down and think well I'm boycotting that then because you said that you were this that and the other . Because it does make you sway doesn't it where you go and what you're buying?	Sam	Relying on the media for info Not trusting retailers Masquerading as ethical Feeling let down by retailers Condering boycotts
96	32:07.2 - 32:43.0	I think also if you literally only want to buy Fairtrade, organic...I don't know where I'd go. I don't know what I'd buy and would it be the kind of stuff...the kind of clothes I want to wear? Would it be quite fashion forward? There's not... I don't know any completely Fairtrade retailers that...well...maybe M&S...and all their clothing is organic? I don't know... it's not really at the forefront of my mind and I don't think I'd be able to.	Saskia	Lacking in availability Not knowing who sells it Prioritising style Not transferring attitudes to clothing
122	46:07.2 - 46:25.5	I think it's just about educating people really isn't it? That's what happened with organic and fairtrade I think. The things that stick in my mind are the things that were educating people about fairtrade. It's different how you do it with fashion because...its ethics...	Amanda	Learning in retail environment
123	46:29.3 - 46:52.8	Because ethics don't necessarily come from food do they you know fairtrade & organic is mainly in food and food is a necessity so you're more interested in buying that and you can excuse yourself. You think...well I am going to spend more money on that because it's good for me, it's helping me. Whereas as fashion, you don't necessarily need to buy these things...	Vicky	
125	47:17.3 - 48:54.3	But going back to... I think what's difficult for a consumer is that there is so much choice out there especially for fashion that people have gone "I don't understand it. I'm just going to be in denial and carry on shopping at Primark". There isn't a 100% ethically made garment is there? There's, well it could be fairtrade and there's all these different hats and as a consumer you have to make all these decisions about what is most important to me? To help people in a developing country? Or, is it more important to me about the environment or is it more important to me to help the local community here? There are so many different levels to it and I think the thing about fairtrade and Organic is it has a definition or it has to fulfill requirements so it's almost like with all these eco, ecological... all these words, they all need to have...they need to be one word that explains like...That's organic and we understand that, that's fairtrade and we understand that... so when we talk about something that's ethically made, that needs to have a clear definition for the consumer to say "well, this is what...that's the process that this has gone through". But it's really difficult because ethical could incorporate fairtrade and organic couldn't it?	Ruth	Questioning retailers Questioning concept of ethical fashion Questioning own values Questioning priorities Being complicated
133	51:07.2 - 51:12.7	Marks and Spencer, they're doing a lot of stuff but even so... they have got all this Plan A and everything but do you actually see the clothing products in there?	Ruth	Lacking in visibility

134	51:16.3 - 51:17.3	You see I associate that more with food.	Vicky	
135	51:19.2 - 51:58.8	Yeah they're doing it there but are they actually bringing it into other areas? I don't tend to look at clothes in supermarkets. If I had kids I might be more inclined to go to that area. But at the moment I don't and like you say (Vicky) I wouldn't expect to see it, particularly in Asda or Tesco, maybe in Sainsburys but yeah you still have to search it out. Even like Topshop and all the other stores, you just don't expect to see it.	Ruth	Not expecting to find clothing

Appendix 5:12 Extracts from Transcripts: Consumer Awareness

Focus Group Discussion re: AWARENESS				
Data segment	Time segment	Quote	Participant	Process Code Core Category
102	27:49.4 - 28:32.7	Can I just change the question a little bit? If you were to buy a new product, it could be bulbs at one end; it could be a car at the other end, which is quite a big purchase. Which products would you say you're more conscious of the impact of when you buy it? Is there any product that you do buy that you do think consciously, mmm actually I think I'll go for the alternative because...	Researcher	
103	28:36.0 - 28:48.7	When I'm in the supermarket and food...I'll pick something up and you'll see that its come from Thailand and I'll have a look to see if there's anywhere closer	Sally	Considering choices
104	28:52.3 - 29:22.1	I'd say meat. When you see meat in the supermarket if it doesn't say that's its form the UK or free-range I feel sometimes a bit guilty. Especially when it's like one of the Tesco own brand or something that's "value". After watching all these programmes you know that these poor chickens have ahead a really hard life. I think that makes you think twice (all agree)	Laura	
105	29:26.4 - 29:29.6	So food, meat definitely you would think about whether you would decide in the end or not? (all agree)	Researcher	
106	29:33.1 - 29:34.1	Yes, I think about it	Laura	Thinking but not acting
107	29:35.0 - 30:25.5	I think cars as well with the CO2 emissions. Again it goes down to cost. Your tax is cheaper for the co2 emissions but I don't think I would go to the point of an electric car or a hybrid car because f the expense. But I think one thing that I've probably not been too conscious of is clothes as to whether they are environmentally friendly or recycled or anything. Like Laura said it's to do with, like Sainsbury's they've started to sell Fairtrade cotton T-shirts Previous (assumption) is that it's not as good a product. But I think that buying them and using them you find out they are and you make a contribution by buying them	Sam	Thinking but not acting Considering expense Learning through buying Learning through changing habits
108	30:29.3 - 30:40.9	I always assumed they were better quality but it was just the price tag that put me off. It tends to be really basic things that you can buy...like ...two for a fiver in Top-shop? I don't want to pay a fiver for one then. I'll go somewhere else...	Carly	Assuming better quality Prohibitive pricing
109	30:45.1 - 30:55.6	I think even though I watched that Primark programme, and you think perhaps I shouldn't go in there. The programme actually said that it would harm them more by not shopping there because you just cut off all their money supply	Sally	Learning through TV Not changing habits Absolving guilt

110	30:59.0 - 31:00.5	You're torn between what's right and wrong then in a sense aren't you?	Sam	Being torn
111	31:04.3 - 31:09.1	It doesn't help then, we can't change it, can we...do we buy it then or do we not buy it...it's a mixed message then I suppose.	Carly	Feeling helpless Absolving guilt Receiving mixed messages
112	31:13.4 - 31:22.9	I think about Primark on a quality thing. A lot of stuff I've bought tends to fall apart really quickly so I'm thinking why do I bother buying it then if I'm taking the huge risk that the buttons are going to fall off in a week and I can't sew them back on!	Laura	Questioning habits Valuing quality
113	31:27.4 - 31:30.2	It's less of a risk though isn't it Primark stuff because I get bored of clothes really quickly so if I'm just buying a dress for only a tenner then it doesn't matter anyway.	Carly	Avoiding risk Not changing habits
114	31:34.1 - 31:40.3	I'm a hoarder though, I keep stuff for ages, so I like it to last	Laura	Valuing longevity
115	31:44.2 - 32:07.8	So...in your households then apart from recycling, thinking about going shopping, buying food. How many of you have made ethical choices when it comes to clothing?	Researcher	
116	32:11.0 - 32:15.4	Long silence and pondering...Not one of the group has...	Researcher	Not making ethical choices
117	32:19.2 - 32:35.3	You've talked about price and cost quite a lot, so what is your perception of ethical fashion? On the price front and quality front?	Researcher	

118	32:39.4 - 32:57.7	The Fairtrade T-shirts, they're basic but I would assume they are good quality but I don't know if psychologically that I'm linking that to the cost because it would be more expensive...logically why would it be better quality but I would assume because I'm paying more that it should be better	Carly	Assuming quality Assuming price equates to quality
119	33:01.4 - 33:19.0	I don't think there's been much...to my mind about promoting that its ethically better or that it's made with certain... sources and stuff like that. Because you may be that bit more aware and make that decision but I'm not aware of that promotion of it because it's more about the cost	Sam	Lacking promotion to raise awareness
120	33:23.0 - 33:26.6	But they like to say when things are being done wrong as well. There seems to be more publicity about ...oh they produced this and its unethical...rather than they do it ethically	Carly	Being critical of media Lacking positive promotion to raise awareness
121	33:30.2 - 33:34.5	Yeah that they do it this way, this is an ethical company and it's ethically advertised...and if it's promoted this way then you might actually have more of an awareness of what you're going to and for and why.	Sam	Expecting retailer to promote and raise awareness
122	33:38.4 - 33:47.6	It's still quite difficult to get hold of Fair-trade clothes, things you'd wear on an everyday basis. You wouldn't wear T-shirts every day like to work; you'd just wear cheap wearable things...	Laura	Lacking in choice Lacking in availability
123	33:51.4 - 34:05.1	I don't think you can always trust them either when they say... sometimes you can't trust them.	Sally	Not trusting retailers Masquerading as ethical
124	34:09.2 - 34:22.5	It's a media and publicity thing though isn't it. You have to go with what they say and when you find out that's not the case, you feel let down and think well I'm boycotting that then because you said that you were this that and the other . Because it does make you sway doesn't it where you go and what you're buying?	Sam	Relying on the media for info Not trusting retailers Masquerading as ethical Feeling let down by retailers Condering boycotts
91	30:44.2 - 31:10.2	Ok, just let's take these things that have come to the surface. Your conscious of the source of your food and some of this relates to health, others are about husbandry and how animals have been treated and so on. Do you transfer these feelings to clothing...I need you to be honest!	Researcher	

92	31:12.0 - 31:27.5	I try to...but I can't...I go to Primark and I buy things form Primark. I look at the price and I do think to myself, who made this? It's more of a need...no...more of a want, than a need I got that the wrong way round! So...it's annoying...	Anish	Lacking in accessibility Being too expensive Prohibiting mainstream cons purchases
94	31:31.2 - 31:47.8	SO why do you think that for yourself, and you'll all have a different view...but why do you think it's so difficult to transfer that level of consciousness to your decision making about clothing?	Researcher	
95	31:51.4 - 32:02.9	I think it's because if you buy food and you might choose organics because at the end of the day it's going in your body so you want to choose the healthiest. But with clothing it doesn't really effect you that much so its, I know it sounds bad...but it's slightly selfish in a way.	Gemma	Priotising health Not transferring attitudes to clothing Recognising self interest
96	32:07.2 - 32:43.0	I think also if you literally only want to buy Fairtrade, organic...I don't know where I'd go. I don't know what I'd buy and would it be the kind of stuff...the kind of clothes I want to wear? Would it be quite fashion forward? There's not... I don't know any completely Fairtrade retailers that...well...maybe M&S...and all their clothing is organic? I don't know... it's not really at the forefront of my mind and I don't think I'd be able to.	Saskia	Lacking in availability Not knowing who sells it Prioritising style Not transferring attitudes to clothing
97	32:47.0 - 34:04.1	I think...Obviously the documentaries and the media with the whole food stuff and the chickens. It's all been quite gruelling and I found it all very emotive to see these quite		
		horrible pictures. I know we've all seen documentaries probably about the factories and stuff. Part of me thinks that I've not seen anything that upsets me too much yet. I've heard about it but to a certain extent...with child labour and things, I still think to a certain degree it's very difficult for westerners to understand just what living conditions and lives are like over there. People have families of 6 or 7 children and if they don't contribute to try to earn some kind of money to eat then they might die and I just think it's very hard...it's quite naive to think that there's a sort of nicer life out there. I don't know, I just think that sometimes there isn't any other option.	Saskia	
98	34:08.2 - 34:18.8	If you don't put money into to it then they are never going to get out of that. We used to send kids up chimneys and now we don't so hopefully... They are a developing country and if we just completely stop it then you're stopping money going into that country and giving them the chance.	Gemma	

99	34:22.1 - 35:12.5	I have seen firsthand the factories and I was like...I have seen really young workers. The working age in Sri Lanka is 16 and in Sri Lanka there is hardly any child labour but when I went to India, I'm originally from a very very poor background and my dad's village is very poor. and a retailer outsourced to my area and people take things home and I've seen people make things at home and that was shocking for me because that was my family member sewing that thing. At the end of the day they need that money and I think...mmmm...	Anish	
100	35:16.3 - 35:49.6	I think there's a detachment, I can't even picture it. I can't even imagine what it must be like so I don't know if it's me consciously doing it so I don't really think about it. I think in like the UK especially there's this kind of attachment with animals and treating animals kindly and everyone's really for all like free range eggs and free range meat but when it comes to people in other countries...just...I can't imagine it	Kat	
101	35:53.3 - 35:59.4	Because it's like our own isn't it our own bouncing lambs and fluffy chickens on farms...and if these little chickens running around with no wings and you think awwwww...	Saskia	
102	36:02.4 - 36:03.4	It is but...it's ridiculous.	Saskia	
103	36:03.4 - 36:04.4	It's disgusting...	Anish	
104	36:05.3 - 36:09.9	It is a British thing I think, no treats animals like we do...noone really...it's probably the other way round (Saskia: I find that upsetting)	Kat	
121	45:32.2 - 46:03.5	Ok we need to wrap up, we could carry on I'm sure but we must...Just going back to something Amanda said a little while ago. You started talking about clothing and you said something like..."Well we didn't understand organic and fairtrade a few years ago but now we do and it's kind of now in our minds". What would have to happen to put clothing in that same place three years down the line?	Researcher	
122	46:07.2 - 46:25.5	I think it's just about educating people really isn't it? That's what happened with organic and fairtrade I think. The things that stick in my mind are the things that were educating people about fairtrade. It's different how you do it with fashion because...its ethics...	Amanda	
123	46:29.3 - 46:52.8	Because ethics don't necessarily come from food do they you know fairtrade & organic is mainly in food and food is a necessity so you're more interested in buying that and you can excuse yourself. You think...well I am going to spend more money on that because it's good for me, it's helping me. Whereas as fashion, you don't necessarily need to buy these things...	Vicky	

124	46:43.3 - 47:13.1	It is more expensive but if you buy organic you just say all my fruit & veg is going to be organic so it's just a small portion of what you'll spend. but if you just say everything I buy to wear is going to be ethical or whichever decision you make, that's all the stuff you buy to wear whereas with the fruit and veg its just a small proportion	Vicky	
125	47:17.3 - 48:54.3	But going back to... I think what's difficult for a consumer is that there is so much choice out there especially for fashion that people have gone "I don't understand it. I'm just going to be in denial and carry on shopping at Primark". There isn't a 100% ethically made garment is there? There's, well it could be fairtrade and there's all these different hats and as a consumer you have to make all these decisions about what is most important to me? To help people in a developing country? Or, is it more important to me about the environment or is it more important to me to help the local community here? There are so many different levels to it and I think the thing about fairtrade and Organic is it has a definition or it has to fulfill requirements so it's almost like with all these eco, ecological... all these words, they all need to have...they need to be one word that explains like...That's organic and we understand that, that's fairtrade and we understand that... so when we talk about something that's ethically made, that needs to have a clear definition for the consumer to say "well, this is what...that's the process that this has gone through". But it's really difficult because ethical could incorporate fairtrade and organic couldn't it?	Ruth	
126	48:58.1 - 49:50.6	The other thing is getting it into more places where the mainstream consumers shop. Organic & fairtrade stuff used to be in small shops that might be in Leeds or Manchester, London. You'd find a little deli where everything is local or whatever. Now that supermarkets are selling stuff, I think a lot more people are tempted to buy that kind of product as opposed to the basic whatever it is. So maybe if you got things into big chain stores, that were ethically sourced a lot more people would consider buying them rather than have to go through a real conscious effort to go and search them out. If they were available at not much more in price than the standard product, then I think that a lot more people would buy them, if they were more available.	Vicky	
127	49:54.2 - 49:56.1	It is that convenience thing isn't it unfortunately. It's like everything has to be at the supermarket now.	Ruth	
128	50:00.1 -	So just thinking about the mainstream stores that you	Researcher	
	50:01.1	frequent to buy clothes. Have you seen anything?		
129	50:05.3 - 50:36.6	I've seen them in H&M but I looked at the quality and just wasn't convinced. But if the quality had been there and two items were the same but one was ethically sourced then I would be prepared to pay a little bit more but not a lot more. That's the only place I can remember seeing "ethically sourced" I have seen fairtrade stuff in Primark but I don't remember seeing anything else.	Amanda	

130	50:40.3 - 50:46.1	Everyone's talking about it but when you sit and think about it...for me I know where to go but anyone else then how do you get to it?	Ruth	
131	50:50.4 - 50:55.2	And I think as well, I don't look when I'm in a mainstream store because I don't expect it to be there. So, if I thought it might be, I might check. But I assume that it's not, so I don't even think about it.	Vicky	
132	50:59.0 - 51:03.0	I think if you've got the clout of a big High St store then that might help	Amanda	
133	51:07.2 - 51:12.7	Marks and Spencer, they're doing a lot of stuff but even so... they have got all this Plan A and everything but do you actually see the clothing products in there?	Ruth	
134	51:16.3 - 51:17.3	You see I associate that more with food.	Vicky	
135	51:19.2 - 51:58.8	Yeah they're doing it there but are they actually bringing it into other areas? I don't tend to look at clothes in supermarkets. If I had kids I might be more inclined to go to that area. But at the moment I don't and like you say (Vicky) I wouldn't expect to see it, particularly in Asda or Tesco, maybe in Sainsburys but yeah you still have to search it out. Even like Topshop and all the other stores, you just don't expect to see it.	Ruth	
137	52:02.4 - 52:22.8	Is there is anything that you'd want to add that maybe we haven't talked about where you learn or find out about ethical fashion?	Researcher	
136	51:26.4 - 52:27.4	Magazines. Erm I think I've seen things in Grazia and I couldn't pinpoint what I've read but I seem to remember seeing something but that's the main fashion magazine I read.	Amanda	
138	52:36.0 - 52:43.8	These things that we've been talking about. Are these things that you would talk about either with your partner, your family or your friends? Just generally.	Researcher	
139	52:47.0 - 53:04.7	Yeah probably but not clothing, that would be down on the list I would say.	Amanda	
140	53:08.2 - 53:29.3	It all comes down to price (All agree)	Ruth	

141	53:33.1 - 54:14.5	But I think the bigger the stuff you buy like a car. If you had a £8,000k car versus a £7,500 car and the more expensive one was environmentally sound you'd think 500 quid is nothing but the smaller the product the bigger the price difference feels. A tenner difference can feel like a big difference	Vicky	
142	54:18.2 - 54:20.4	Well thank you all very much we'll draw the session to a close. Thank you.	Researcher	

Appendix 5:13 Extracts from Transcripts: Consumer Knowledge & Learning

Focus Group Discussion re: CONSUMER KNOWLEDGE & CONSUMER LEARNING				
Data segment	Time segment	Quote	Participant	Process Code Core Category
61	17:04.3 - 17:34.6	<p>So we're not going to go through the list in the same way. What I'm interested to learn more about</p> <p>is where you've learned what you think these words mean. You've put down a list of meanings there; they won't all be dictionary definitions so where did you learn what these words mean? Let's start with organic and Fairtrade because I think they're more familiar. Where have you learned what these words mean? Carly can I start with you?</p>	Researcher	
62	17:38.4 - 18:04.2	<p>I think Organic...there's been quite a few of the High St shops that have launched organic cotton ranges and things like that so that's the only thin organic thing in terms of clothes that I know is organic cotton T-shirts.</p> <p>Erm just through promotion I suppose. Like in the supermarkets saying "buy our organic produce its fresh, its healthy, it not got pesticides on it". But basically what I've been told by the media.</p>	Carly	<p>Knowing about organic clothing</p> <p>Learning in the supermarket</p> <p>Learning via the media</p> <p>Being told by the media</p>
63	18:07.4 - 18:34.3	<p>I'd say it's the telly and the news...oh these pesticides can do...and it's better to use organic or grow your own o...A lot of the chefs in the cookery programmes are moving onto using organic products.</p>	Sam	<p>Learning via the news</p> <p>Learning from cookery programmes</p>
64	18:38.4 - 18:56.4	<p>But it makes sense as well doesn't it. I'm more familiar with skin care...organic skin care. Why would you put something with chemicals on your face when you could buy something without chemicals? For food as well... why would you eat something with chemicals in when you can eat something it without? But then the other issue...everyone would want to go organic but its cost isn't it?</p>	Laura	<p>Learning via skin care</p> <p>Being health conscious</p> <p>Organic produce being expensive</p>
65	19:00.0 - 19:10.9	<p>It's expensive. I think that's one the things that you link organic with...its cost isn't it because it's always more expensive and you think "why should it be when it doesn't have all those chemicals on it. It's not got anything else on it so why should be cheaper!</p>	Sam	<p>Organic produce being expensive</p> <p>Questioning expense</p>
66	19:13.5 - 19:14.5	What about Fairtrade? Where do	Researcher	
67	19:17.3 - 19:18.3	Oxfam	Laura	Learning via second hand market
68	19:20.2 - 19:21.2	On the telly as well as I think	Sally	Learning via TV

69	19:24.0 - 19:36.9	Yeah its media isn't it and programmes. The University started as well with Fairtrade products for bookings for hospitality and meetings they swapped there coffees and teas and chocolate but again its cost...everything costs that bit more	Sam	Learning via the media Learning via fairtrade events Learning at work Being expensive
70	19:41.3 - 19:48.5	Can we just go back to what you said about television being important for giving you information. You mentioned news Sam and Sally you mentioned programmes	Researcher	
71	19:52.3 - 20:05.7	Documentaries...that have been on...I was thinking of ...the only one I can think of now is that Primark one. That was on a while ago (Carly: Oh when someone went over and saw the places they produce?) Yeah...that's the only one I can think of but I'm sure I've seen other programmes.	Sally	Learning via TV documentaries
72	20:09.1 - 20:27.3	Mine are connected to food...Jimmy's Global Harvest when he went around and did all the products about the different countries that create the food sources and they go to the big manufacturing companies that can produce mass amounts of food and then they go to the samller farms and homesteads...stuff like that	Sam	Learning via food programmes Learning in domestic setting
73	20:31.2 - 20:44.6	What about magazines? Would you say you've read anything in magazines or newspapers?	Researcher	
74	20:48.0 - 21:08.2	I'd say I learn more things from newspapers and magazines than on television because I wouldn't really want to sit down for an hour and watch a documentary on...(grimaces) maybe that's a bit ignorant but after going home doing whatever that's not something I'd want to do. But you're reading a newspaper or magazine and it's just there...you'll read it.	Laura	Learning via newspapers Learning via magazines Learning incidentally
75	21:03.5 - 21:20.7	I think there's probably more in newspapers that in fashion magazines or the popular magazines. You don't find much...not that I'm aware of organic products and Fairtrade and things	Sam	Not being aware of printed media content
76	21:24.0 - 21:34.0	We come then to words like eco, environmental sustainable. What do you know about those words and r]=terms and where have you picked that up	Researcher	
77	21:38.4 - 21:39.4	I wasn't really sure what eco means.	Sally	Being confused
78	21:41.3 - 21:48.7	No...I was going to say I haven't got such a strong definition for those words because I think they're used such a lot that you're not really sure where they should be used.	Carly	Not knowing what the words mean
79	21:52.3 - 22:12.0	Mine's quite strange because my brother's an environmental and sustainability officer and he works for the National House-builders Council so my connection with eco and sustainability and all that sort of thing...it's industrial. It's to do with housing and when you building new housing they put like different bins and stuff for	Sam	Learning in domestic setting Learning through family

		recycling. And the emissions of the heat and stuff, so mine's an industrial view of it rather than fashion and so on.		members jobs
80	22:16.3 - 22:37.2	But I am interested in that broader arena of all these words so your knowledge Sam comes from connections...the rest of you? Carly you say you're quite confused by these words.	Retailer	
81	22:41.3 - 22:42.3	yeah I'm not really sure what that means	Carly	Being confused
82	22:41.3 - 22:42.3	Especialy eco...just eco...	Carly	Being confused
83	22:45.1 - 22:58.1	It's strange isn't it thought. When you go to the supermarket you can buy eco-friendly washing tablets and you think right ok get them they're really good. But then you're thinking...well thinking about it now...how is that sustainable? Well...I don't know...it is confusing.	Laura	Being aware Not understanding impact of choices Not learning by shopping
84	23:02.4 - 23:15.4	It's not advertised...well not advertised...promoted as to what you're doing by getting them. (enthusiastic agreement form all) It's good but why is it good. (Sally: yeah why) What's it going to do for me and for anyone else if I go buy eco tablets or not. (Carly: Maybe that's just clever marketing then) (Sally: yeah maybe!)	Sam	Not understanding impact of choices Being cynical Not learning by shopping
85	23:19.2 - 23:20.2	Those are the words we're all looking for so we'll whap 'em on the product	Carly	Being cynical
86	23:21.1 - 23:22.1	No-one knows what they mean...but we'll buy it!!!	Laura	Being cynical
87	23:26.4 - 23:54.2	You're not necessarily thinking of the benefits but it seems like a good idea. Like light bulbs...energy saving light bulbs...they're there...they're cheaper...but they take half an hour to warm up and it's a good idea but!...It's getting to the point where we're going to have to aren't we because they're not producing light bulbs. So they've sort of filtered it in a bit haven't they about how its good and then the gas board was sending them out free, So it's kind of subliminal isn't it? That you get to a point that that's all you can buy as opposed to choice.	Sam	Not thinking of the benefits (NV) Being cynical Having no choice but to participate Retailers editing choices
88	23:58.1 - 23:59.8	It's quite insulting isn't it how we're buying stuff that we don't really know why we're buying it...	Laura	Feeling insulted by lack of information
89	24:03.4 - 24:04.4	No! We're just doing it because we think we should. Its scary	Sam	Feeling obliged to participate

90	24:03.4 - 24:39.3	Ok so if we just stay with this broader knowledge of these words, just thinking about your own lives...we've talked about light bulbs and recycling...What do you do in your own homes that might be connected to these words? Do you make choices based upon ethical decisions or is it all by default?	researcher	
91	24:43.2 - 24:51.3	I think we can choose I think with recycling like glass and newspapers. I know a lot of people have to now but I live in a flat and nobody knows if we recycle or not	Sally	Having the choice to participate Not feeling obliged
92	24:55.2 - 24:56.2	Why do you do it?	Researcher	
93	25:00.0 - 25:06.6	Because my boyfriend shouts at me if I don't. He's really into that sort of thing. I'm not...not really so much	Sally	Feeling pressure to recycle
94	25:10.1 - 25:51.5	I think it's...what you're saying is right about recycling rubbish because you can see the difference. We've all got smaller general rubbish bins and bigger recycling bins and you can really see the difference in how little general waste you through away. So being able to see it is a bit encouraging. I'd say that I buy less clothes than I used to and that feels like I'm being a bit more eco and sustainable. You know I'm just getting by with what I have, I don't really need to go to Primark every week (Sally: that's not what you say!) No its not...but it's not really a choice thing either. If I had the money I definitely would but I can't but I survive!	Laura	Feeling pressure to recycle Recycling is made convenient Being encouraged by making a visible difference Being encouraged Buying less Being expensive Being inaccessible
95	25:55.2 - 26:28.5	Because of the cost of all these new fandangle things. Because they do cost more, you just don't do it...it's easier not to pay for something because it's going to cost more. But the major environmental things are like light bulbs and recycling plastics and bottles and I think the councils are doing that bit more because they're giving you the bins. You're not having to buy a bin to put your recycling in you've just got six standing outside your house and its easy.	Sam	Being expensive Being inaccessible Recycling is made easy Learning via domestic recycling Considering the environment
96	26:27.5 - 26:31.0	Because we don't actually have to make the effort then, do we?	Carly	Recycling is made convenient
97	26:35.0 - 26:57.5	No... We don't have to, you wouldn't would you? Wouldn't necessarily go and put everything in your boot on a Saturday afternoon and take it to the tip to chuck it all in the bin. But a think sometimes I think people won't do it if they don't have to bins.	Sam	Feeling pressure to recycle Recycling is made convenient Not being pro-active
98	27:01.4 - 27:13.3	I don't actually know what to do with recycling. At my Mums, she has all the different bins, she's got about 5 bins and I don't know...I just don't put things in the bin anymore	Sally	Recycling is complicated

		because I don't know what to do.		
99	27:17.3 - 27:28.4	Yeah everything's different. You just leave it don't you I don't know what to do with that so I just leave it there. Because you don't just put it in the bin anymore do you. It's a different bin or a special bin	Sam	Not being pro-active Recycling is complicated
100	27:32.2 - 27:33.2	Even plastics, there's different type of plastics and I've got no idea which is which	Sally	Recycling is complicated
101	27:33.1 - 27:45.2	I think that's the thing with the councils they have to be seen to be doing but they are not necessarily informing the customers what can be put in what.	Sam	Being cynical Not being informed
48	17:41.4 - 18:23.5	Ok. Thanks. Alright... I'm not going to go through meaning in exactly the same way. Just generally speaking... I'd like to know...I'm interested to learn where you have learned what these words mean...	Researcher	
49	18:28.3 - 18:34.4	From brands...I think when they kind of do marketing you know they'll go...this is ethically sourced and then explain how they've done it and things like that.	Gemma	Learning via marketing material Retailers explaining
50	18:36.1 - 18:37.3	So brands...anybody anything different?	Researcher	
51	18:41.4 - 18:49.6	One of the most obvious ones for me would be the media I guess. Newspapers documentaries as well not just the news, Panorama, Dispatches.	Kat	Learning via the media Learning via Documentaries Learning via TV
52	18:53.3 - 18:57.0	I was going to say I think with just being a consumer in general who goes to supermarkets and is just generally out and about listening, hearing seeing things. I think some of these words are used more with certain types of products and genres than others	Saskia	Learning incidentally Learning via shopping Learning in the supermarket Thinking words relate to specific product types
53	19:09.1 - 19:10.9	Can you expand on that for me then?	Researcher	
54	19:15.4 - 19:56.1	Erm... such as eco...even though I think some of these are quite hard because they can cross boundaries and they can sort of mean different things. You could use one word for certain areas but I think that you wouldn't generally... I wouldn't automatically assume eco with fashion because generally people use another word that is closely more like Fairtrade but you do get Fairtrade & organic ...but for me, organic in general is more closely linked with food because that's what you see when you're out and in supermarkets.	Saskia	Thinking words relate to specific product types

		(much agreement)		
56	20:00.0 - 20:01.0	Anish, any different views to that, given what you're working on?	Researcher	
57	20:04.3 - 21:08.7	Not really, I think that... especially before I started doing my dissertation... all these words I did learn from going into Tesco and picking up coffee and it saying Fairtrade and reading that. I remember vividly I was about 14 when the whole the big Fairtrade kind of hit... when we were in our teenage years and I actually remember in school somebody came into talk about Fairtrade and how the workers would get a...it was an MP actually who came in to talk about it...that's what I remember. Since doing my dissertation I've read quite a lot of articles in newspapers and I find that the media is the one that has been talking about a lot to do with ethical Fairtrade, organic, eco, prior to the recession hitting harder. Since then I think it's been less in the spotlight. If you remember before we went on placement it was the Sweat Blood and T-Shirts thing...remember? And it was like...	Anish	Learning via shopping Learning in the supermarket Learning in domestic setting Learning via school Learning via media Learning via documentaries Being a trend
58	21:12.0 - 21:23.8	It was a bit like it's kind of fashionable to be ethical and now... it's like nobodies bothered about it	Gemma	Being cynical
59	21:27.4 - 22:07.8	Hybrid cars and stuff like all the Hollywood celebrities. It's like the cool thing is to have hybrid cars. I think because it's so like... the media... you know the environment, the north pole is melting and stuff... you're seen as like an arrogant consumer if you're not maybe doing your bit, especially if you've got the money. I know I'm a bit biased with cosmetics but I know the whole boom in natural, organic, pesticide free cosmetics... that boomed and that's waning for something else even more natural, I think people want to ...are a bit scared about health...mmmm	Saskia	Being cynical Prioritising health
60	22:14.4 - 22:19.0	As individuals about to embark upon your own lives, are these concepts things that you think about?	Researcher	
61	22:23.0 - 22:24.0	All respond with a yes... I recycle... My house...if you don't recycle I shout at people in my house...What are you doing? That can go in the green bin!	Anish	Being pro-active Feeling obliged to recycle Learning in domestic setting
62	22:24.0 - 22:58.7	It quite upsets me sometimes...I worked in a shop...Dorothy Perkins...and we'd have deliveries every day and the amount of... everything is wrapped in plastic and tissue paper and plastic, plastic, plastic. Then they cleared out the office once and the amount of paper and she was like "do want to take that to the bin" and I was like "if it's ok with you I'm going to put in my car and I'm going to take it to the recycling and if you want me to shred it, I'll shred it but I can't throw that amount of paper away." I can't do it.	Saskia	Learning at work Being pro-active Considering the environment

63	23:02.4 - 23:03.4	And do you all feel like that?	Researcher	
64	23:05.3 - 23:14.7	We used to do the same on placement. They wouldn't recycle from the office. All of us girls would take in turn each week to take the box of paper to be recycled because the company didn't have the time to do it themselves.	Sophie	Being proactive Considering the environment
65	23:18.2 - 23:19.2	Yeah we used to have a recycling man that came around the office to pick everything up but I guess they had to pay for it.	Kat	Being proactive Considering the environment
66	23:22.1 - 23:27.5	You have to pay for it, I wanted to get that done in my office like the little blue bins we have in the library and it costs money and it really frustrated me they should really be encouraging it.	Saskia	Being proactive Recycling being important
67	23:31.2 - 23:54.2	I find it strange, because I work part-time for a hotel, it's the greenest hotel in the whole of the UK and it is the biggest thing for them, they recycle everything. So when we take rubbish we have to divide it up, we have to go "plastic, paper..." even on placement, my...even though I was in a different country... recycling was the biggest priority in my office. If it could be recycled it went in the recycling.	Anish	Being proactive Considering the environment Recycling being a priority
68	23:58.1 - 24:27.4	I think it's bigger in other countries definitely. I watched a programme, Kevin McCloud in India and he said they recycle 80% of what they use, which is an enormous percentage compared to probably what we do here. They recycle things that you never knew you could recycle.	Kat	Considering the environment Recycling being a priority
69	24:31.2 - 24:54.0	When I was growing up in India, I'd have a dress, I'd grow out of the dress, the dress would be given to someone else and then someone else and it would end up as a rag to clean the house with. It's kind of a mentality thing if that makes sense. A bottle would never go in the bin. There's like recycling in every village. You get paid, and I think that's a big difference actually, you get paid to take the can.	Anish	Being proactive Considering the environment Recycling being a priority Having incentives
70	24:58.1 - 24:59.1	There's more incentive to do it.	Sophie	Having incentives
71	24:59.0 - 25:15.6	In the UK, they say, you know the media's like, oh plastic bottles...don't drink out of them for more than a couple of days because the plastic puts chemicals into your water and stuff and things like that. And you're supposed to run the tap for 10 seconds before and it's like the media is always conflicting isn't it? (Yeah, all agree)	Saskia	Health being an incentive Learning via the media Conflicting messages in the media

72	25:19.2 - 25:22.0	Gemma you were going to say something earlier? Were you going to make a comment about your workplace?	Researcher	
73	25:26.4 - 25:35.7	Oh when I was on placement... no, they didn't do anything like that - at all. Cardboard boxes were used again. When we used to get things delivered you'd always re-use them.	Gemma	Being proactive Considering the environment Recycling being a priority
74	25:39.4 - 26:10.0	We'll push this on a little bit then. We started talking about where you learn these words we got a bit of that and then we moved on. I'd like to draw us back to that. Can you tell me through TV certain programmes, certain adverts or certain magazines...are there any programmes or magazines that you rely on inform you of these kinds of things or do you come across these things by chance? Which is it?	Researcher	
75	26:06.4 - 26:15.5	I think channel 4 is really good with the documentaries (all agree with this comment)	Gemma	Learning via documentaries
76	26:19.2 - 26:24.5	I think, a lot you come across "as and when" you know...like seeing the car adverts advertising the new cars or what ever	Sophie	Learning incidentally Learning via other products
77	26:28.3 - 26:32.6	I think you can always rely on the media throwing things at you left right and centre	Saskia	Learning via the media Feeling overwhelmed
78	26:36.0 - 27:07.9	My dad reads The Independent and the Sunday Times and there are always a few articles on recycling and stuff. I've always noticed that within a week there'll be three or four articles in a week. I find more in the Sunday Times. So, some of the newspapers. My brother reads The Sun but I don't think that helps really!	Anish	Learning via newspapers
79	27:12.0 - 27:17.5	What about fashion magazines? Are there any that present these issues more than others?	Researcher	
80	27:17.5 - 27:33.4	I think it goes on trends like we were saying before, so at the moment no one's really that bothered are they? Because of money and everything. Before... Vogue or someone might have had a big piece on eco friendly fashion and different brands and things. But it kind of comes and goes I think.	Kat	Learning via magazines if ethical is on trend
81	27:37.4 - 27:52.0	I think that when vintage fashion is in - obviously that's recycling clothes	Gemma	Learning via magazines if ethical is on trend
82	27:50.5 - 28:14.7	Ok so let's change the view a little bit here. We've talked about the fact that certain words seem more associated say with food and different products. We've talked about the fact that you are keen recyclers amongst yourselves.	Researcher	

		You do make choices when going shopping for yourselves. Do you make choices of Fairtrade or organic naturally or...		
83	28:18.2 - 28:21.4	Yes...I do	Saskia	Being pro-active
84	28:25.4 - 28:26.4	If I can afford to because I'm quite poor... (all agree with this)	Anish	Being expensive
85	28:26.4 - 28:56.2	When I don't have much money... I kind of hate Sainsbury's but some things I have to go to Sainsbury's for. But I prefer to go to the smaller business man...help him out (Gemma: ???) I go to the butcher because I want to help him out, my opticians are really small, and probably a few customers but I prefer to go to the smaller people. I know the guy that sells my fruit & veg; I know that some of his items aren't Fairtrade, just his bananas.	Anish	Being Proactive Shopping locally
86	29:00.0 - 29:01.0	What about the rest of you...is it about price? (3 agree)	Researcher	
87	29:04.3 - 30:00.5	I still try when I can even if I haven't got much money. I think...I've always tried to buy organic apples because I think I'm sticking that straight in my mouth and I don't like the idea of them being covered (in chemicals)...but my mum is quite like she's erm this means a lot to her as well. and she always says to me that if we had the money, everything that we would have would be organic and eco. She won't shop at Tesco anymore because I think there was a big documentary on it a couple of years ago which really sort of made her quite angry so she doesn't shop there anymore. Yeah...I don't buy basic chicken, I try and buy organic milk and I have to have to eat free range eggs. My house mate will have some my eggs and she will put Sainsbury's basics...and I don't want to eat them. I've seen things that affect me and I just think that I'd rather not contribute to that in anyway.	Saskia	Being pro-active Being expensive Prioritising health Learning in domestic setting Being influenced by friends and family Being principled
88	30:04.3 - 30:08.3	What about the rest of you? Do you feel as moved by certain concepts...? (all yes re: the chicken situation)	Researcher	
89	30:12.0 - 30:19.2	I think you can taste the difference as well. When I can... my granddad owns an allotment, when I can, I try and get as much fruit and vegetable off him and you can just taste the difference, completely just the flavour and everything I think.	Gemma	Recognising the difference
90	30:23.0 - 30:40.3	When we had a house last year...and erm...yeah we used to have a little greenhouse and grew some of our own. But it is a price thing when you go shopping.	Sophie	Being expensive
78	21:21.0 - 22:17.6	... Maybe some of you feeling that certain words are not clear so can we just start that conversation really about where you learn what these things mean? Vicky, can I start with you?	Researcher	
79	22:17.3 - 23:28.0	For organic, I've put produced without chemicals. Erm I think that because it is a very mainstream word now, it's not something that's seen as alternative which I think when	Vicky	

		<p>it first appeared it was like...organic?...and not many people went for it because it was very expensive and it was very different to what people were used to but now... there's lots of people sort of growing their own food, fruit & veg and you can buy organic stuff in the supermarket now and yes it is a bit more expensive than the normal stuff but it's not so expensive that people run away screaming type thing which I think is what used to happen. I think it's gone a lot more mainstream so you kind of see it all the time and it is something that is discussed I think more than things like we were saying about ecological and environmental. I think organic's a lot more accepted as a term that's used a lot more often because it's so out there within stuff that you can buy. Whereas as ecological and environmental there's a bit more confusion because they're just not referred to as much.</p>		<p>Learning via food shopping</p> <p>Being expensive</p> <p>Being accessible</p> <p>Organic being mainstream</p> <p>Understanding Organic</p> <p>Words being complex</p>
80	23:32.2 - 24:34.1	<p>Yeah I think a similar sort of thing and I think with organic & fairtrade, there's been a lot of promotion around the words generally - within the press and just generally within supermarkets and things like that so I think a lot of people are more aware nowadays what organic is and what fairtrade is. Things like... I remember things here on campus like fairtrade week or fortnight and going out into schools as well for my job there's been things within schools where they've been doing things specifically on fairtrade for the kids, within the school. So there has been a lot of awareness raising for things me think about things like fairtrade and maybe organic but not in the same way. I think people...like you say (addressing Vicky) its more mainstream isn't it, a more mainstream word organic, people sort of understand it more. I think there has been some stuff as well about...you know...its only recently I remember anything about ethical fashion and seeing fairtrade cotton in shops that's branded up as that. I think that's fairly recent, and I don't think there has been as much of it but people have it at the back of their mind but it's not quite as mainstream as organic and fairtrade so I think people sort of ...sort of know about it but not fully.</p>	Amanda	<p>Learning via food shopping</p> <p>Learning via media</p> <p>Learning in supermarket</p> <p>Learning at work</p> <p>Being expensive</p> <p>Being accessible</p> <p>Organic being mainstream</p> <p>Understanding Organic</p> <p>Words being complex</p> <p>Ethical fashion being new concept</p> <p>Ethical fashion not being mainstream</p> <p>Knowing but not understanding</p>
81	24:38.4 - 24:52.5	<p>I think with fairtrade having their own logo as well ...that's a really big thing because you can see instantly when you look at something you can tell whether its fairtrade or not just through you having that logo.</p>	Vicky	<p>Branding makes a difference</p> <p>Learning via shopping</p>
82	24:50.5 - 25:31.1	<p>Yeah branding does make a big difference, doesn't it (Ruth agrees) so I think yeah...and I think that unless you're in your (directed at Ruth a textile lecturer) environment perhaps you don't necessarily come across the fashion side of it as much even though people are aware. I think even though they are aware they will still buy from places that aren't necessarily ethically sourced because of the price and the quality sometimes as well. Talking for myself...that's how I see it. It's there but not quite as prominent as organic and fairtrade.</p>	Amanda	<p>Branding makes a difference</p> <p>Ethical fashion not being mainstream</p> <p>Having awareness</p> <p>Not acting on awareness</p> <p>Knowing but not understanding</p>

83	25:35.0 - 26:35.9	I think that coming back to the definitions of the words I think yeah organic has been around a longtime and so has fairtrade and you've got more of an understanding of it and I think that over the years it is starting to improve in terms of how we perceive these things but with all the other words...they are all "e-words" ...like ecological, ethical, environmental, ethnic used to get confused with ethical. When I first started, business people would say oooh its ethnic (laughs)...It just that all those words blur into one and they haven't got a defined...they haven't got a definition in terms of branding and marketing. As you say (Vicky) organic is kind of its own little word and you kind of recognise it and it doesn't need a logo really. Fairtrade has its logo but then all of the other words haven't really got anything	Ruth	<p>"e-words" are confusing</p> <p>Organic being mainstream</p> <p>Understandig organic and fairtrade because thy are mainstream</p> <p>Branding makes a difference</p>
84	26:40.4 - 26:41.4	So what things do you connect with that word organic?	Researcher	
85	26:42.2 - 27:48.2	Well for me partly I guess because I teach on a design course its sometimes organic in terms of form, an organic development...there's the natural form organic but when I think of organic (in these terms) I think of erm...it's good for the environment...no chemicals being used, it's had consideration for the environment when it's been made and it hasn't been tampered with. That's how I perceive it but there are some of those e-words being used to back organic up but I don't think that organic is necessarily ethical. It's made with ethical consideration for the earth & environment, but I don't think organic necessarily means that it considers people in my mind.	Ruth	<p>Learning via work</p> <p>Being cynical</p>
86	27:52.3 - 27:58.0	I think that your putting something in your body that you know is healthier, is good	Amanda	Prioritising health
87	28:02.4 - 28:39.5	Yeah health comes to mind. I have a friend who ate a full packet of shortbread and said it's alright its organic!!! She didn't consider the half a pack of butter in it!! There's not nasty stuff in there but you know it can still be unhealthy so it's not necessarily healthy.	Vicky	Knowing but not understanding
88	28:43.2 - 29:10.1	So you could argue is it is healthier than other things but if... I guess we associate healthy with losing weight as well don't we? That idea that if we eat healthily were going to be slim and if you don't then, you're not but that idea of having no chemicals in it it's still healthier.	Ruth	Prioritising health
89	29:14.4 - 29:25.2	So this link with health. Would you say that most people would connect most of these words and terms with health as opposed to other things?	Researcher	
90	29:29.3 - 29:57.9	No I think only organic (all agree) because I think a lot of the other words are not associated with food. I think fairtrade is, but that this is not necessarily healthier. I think that there's a little bit of that, whereas with all the other words they don't really say food to me.	Ruth	Organic and Fairtrade being linked to health
95	31:10.2 - 31:53.0	Yes that's the Eddie Izzard one he did the voice over for it. And then there's the envirophone tac. The recycled mobile phone. They say "you can get £150 for you mobile phone and it's ecologically sound as well". So it's a kind of add-on	Vicky	<p>Having an incentive</p> <p>Learning via TV</p>

		at the end of it, but it's still the idea that yes, you can send your phone and get money but it will be used as something else too. Certainly that sense that you can do it and I think that because it's become easier, people have become more aware of it and companies want to promote that they use...you know you see carrier bags "this carrier bag is 50% recycled" and the Co-op have been doing their biodegradable ones for three or four years. You do see recycled stuff a lot more than you used to.		Valuing convenience Recycling being mainstream
96	31:45.2 - 32:21.3	So just in our daily lives then, or in your daily lives, you feel that you touch these concepts (all agree), let's call them concepts rather than words. So we've talked about food shopping where you come into connection with some of these terms and phrases and recycling, so when you are disposing of products, any other aspects of your life where you are confronted with these issues?	Researcher	
97	32:25.4 - 32:33.7	Erm... like face products and body products, shampoos and that kind of stuff.	Ruth	Learning via shopping
99	32:58.1 - 34:22.6	Oh yeah, we actually had...it was in the Guardian on Saturday. There's a new scheme where you pay about £12,500 to put solar panels on the south facing bit of your roof and they say over about 5 years you recoup that money and can start selling electricity back to the national grid. But I thought it was interesting that I've never seen that promoted anywhere. It was in the Guardian, that's how I saw it. It's something I'd be quite interested in doing it but it's not been promoted at all whereas the scrappage scheme for cars has been promoted massively which is actually... it seems to be that it's something that's a very short term benefit because its making people buy new cars which they might not necessarily need because they've got an old car that works perfectly well. I've got two cars that I could potentially scrap because they're over a certain amount of years old and I've owned them for a certain amount of time but it's still making me buy a new car and I don't see that as being particularly environmentally sound but something that is... you know... selling electricity back to the national grid where you're producing it completely sustainably, you know because its made from solar power, something like that isn't advertised in any way but it's of far more benefit to the environment than the scrappage scheme but there's no promotion...I find that strange.	Vicky	Learning via Newspapers Relating to domestic factors Being cynical
100	34:18.4 - 34:27.8	So we have some information but in a broad sheet newspaper, does that indicate anything?	Researcher	
101	34:31.2 - 34:35.9	I think maybe it is aimed at a certain audience, I don't think you'd get the same thing in The Sun or the News of the World because you probably wouldn't get people who had £12,500 up front to be able to pay maybe for something like that, because the demographic that reads that type of paper.	Vicky	Being targeted at specific demographic
102	34:40.3 - 35:07.6	But I think that's its interesting that the Government is providing help for people to be able to do this but hasn't produced any information. Certainly no big advertising going on whereas with the car scrappage scheme there is so much. Every single car ad had information about it.	Vicky	Government schemes lacking information
103	35:08.0 -	Did the Government have more to gain from that though?	Ruth	Being cynical

	35:12.0			
104	35:09.1 - 35:14.7	Well they get tax off cars don't they then you've got to buy your insurance and your road tax and your petrol and all that.	Vicky	Being cynical
105	35:18.2 - 35:24.9	And also that adds to the industry (economy) in the UK so I suppose they've got more interest in that than solar panel. I don't know.	Ruth	Recognising self interest
107	35:44.2 - 36:10.7	So as three individuals with your own lives outside work do you consciously make decisions to address any of these issues. Amanda, you've already said that you recycle but then again we've been provided with an infrastructure that enables and encourages that. Would any of you have done that consciously if the council hadn't provided the infrastructure?	Researcher	
108	36:14.4 - 36:43.6	Well I am a bit of a recycling queen. I do like my recycling. Where I live is pretty hilly and until recently the council didn't supply green bins because they couldn't get to our street. So I did recycle and I used to take it away but I don't think many people did that... erm... until it's actually there on your doorstep...it just makes it a lot easier doesn't it? But yeah, I mean I was aware of that and it is something that I've always been aware of. I just realised that in this area there's been a push in this area offering the "warm zone", so that's been there in everyday life for some time, offering insulation cavity wall.	Amanda	Being pro-active Recycling is made easy Learning in domestic setting Considering the environment Recycling is made convenient Feeling pressure to recycle
109	36:58.2 - 37:34.9	You get it for free. Lots of other councils do it if you're on below a certain income or on housing benefit or if you're elderly but Kirklees have done it for everybody which is really good and fab because they came around and put lots of loft insulation in my loft! My house is too old for cavity wall insulation but certainly Kirklees are very good at doing that aren't they?	Vicky	Considering the environment Councils making it easy
129	43:48.0 - 44:07.4	Is there anything you can add? Where do you learn about these things? Do you speak to family and friends about these issues? If you do in relation to what products, services?	Researcher	
130	44:11.0 - 44:47.4	Not especially maybe if you got a good deal...and you got this eco T-Shirt and it was only...you know...and it's still really eco or really Fairtrade. The thing I talk to my family and friends most so to do about is food...what food I'm buying. We watch all these documentaries and things about what they do to the meat and what they do to the chickens to make them have the eggs. I think I have more conversations about family and friend about that kind of thing and how wrong it is. Anything to do with fashion...no.	Kat	Learning via shopping Learning via documentaries Learning in domestic setting Learning via food shopping
131	44:51.4 - 45:31.2	I just feel a little bit over...I find it a little bit frustrating. I just think that for me personally, with the media constantly bombarding you left right and centre "...walk to work, eat this, don't eat that, because you should do this but then you should do that.." and then it's like...oh God! You just...it is too much! But I think that everyone wants to live	Saskia	Feeling frustrated Feeling bombarded by the media Feeling overwhelmed

		their lives...well me, not harming anybody else and doing your bit and contributing for this and I think it can all weigh too heavily on the mind and you want it to be a little bit easier. (Anish: It's such an effort...) Yeah it is an effort.		Feeling that 'its an effort' (NV)
132	45:35.0 - 45:56.3	Yeah I think there's too much pressure on everybody to buy organic and I think the prices...I don't see why it should be such a high price you know because it's in more demand they should level it a little bit.	Gemma	Feeling under pressure Expecting retailer to review price
133	46:00.0 - 46:04.1	Probably... do they make it more expensive I guess because they can? People think it's organic so it's fine...for food...	Kat	Being expensive Being ok for food
134	46:08.2 - 46:19.3	I think at the price that it is, they' are only targeting a certain customer, you're not targeting everyone who might want to do it but they're not in a position to.	Sophie	Lacking in accessibility Targeting a certain customer (NV)
135	46:23.0 - 46:26.3	Ok Thanks...	Researcher	

Appendix 5:14 Coding Stage 1 Phase 3

Retailer Communication Marks & Spencer 2010

Target	Aim	Progress summary
No 28 The Climate Group campaign	Working with the Climate Group on a major educational campaign in 2007 encouraging people to wash clothes at 30°C to cut energy use and CO2 emissions.	Our 'Wash at 30' initiative persuaded an additional 15% of customers to reduce wash temperatures, saving around 50,000 tonnes of CO2 a year as a result.
No 37 Packaging (reduction)	Reducing the weight of non-glass packaging by 25% by 2012.	Additional reductions have been achieved through projects on swing tickets and increased reuse of clothing hangers.
No 43 Clothing hangers	Extending hanger recycling with a customer awareness campaign to build on the 50 million we currently recycle and reuse each year	In 2009/10 we increased the number of clothing hangers collected to 133 million with 76% being reused and the remainder recycled back into new hangers.
No 44 Customer recycling services	Introducing a range of recycling services for our customers including a project for used clothing.	M&S and Oxfam Clothes Exchange The M&S and Oxfam Clothes Exchange ran throughout 2009/10, collecting 900 tonnes of clothing and homeware products. Over 500,000 vouchers were issued to M&S customers who returned around 1.8 million garments. The Exchange raised around £0.7m for Oxfam (£2.6m since launch). We also donated damaged clothing directly from our stores with a value to Oxfam of nearly £0.75m.
No 54 Sustainable textiles	Reducing the environmental impact of the textiles we sell throughout our supply chain by 2012.	We have contributed to DEFRA's Sustainable Clothing Action Plan and introduced new Plan A commitments on reducing the environmental impact of the textiles we sell. These include commitments on the environmental standards for clothing factories, dye houses and raw materials.
No 55 Cotton	Procure 25% of cotton from sustainable sources by 2015 and 50% by 2020. (New 2010 wording)	Our Cotton Sustainability Strategy promotes the use of Fairtrade, organic, recycled and more sustainable forms of cotton such as the 'Better Cotton Initiative' and 'Better Management Practices' production. In partnership with WWF we're funding a project in Warangal, India to help cotton farmers improve their profitability while reducing their use of pesticides and water. We are now developing products which can use some of this cotton in 2010/11. In March 2010 we hosted a two-day better cotton conference for our suppliers along with other retailers and clothing brands in Sri Lanka. See more at:marksandspencer.tv
No 60 Polyester	Using recycled plastic (e.g. used bottles) to make polyester, rather than using oil. Make ranges of men's, women's and children's polyester fleeces from recycled plastic within a year. Extend to other polyester ranges such as trousers, suits and furniture 'fill' by 2012.	During 2009/10 we used over 1,100 tonnes of recycled polyester in General Merchandise products, equivalent to over 27 million two litre plastic bottles (2007/08: 4 million). Since we launched Plan A we have offered ranges of fleeces for all the family, trousers, suits and furniture fill made from recycled polyester.

No 61 Clothing standards	Work in partnership with the RSPCA to develop a tailored approach to animal welfare in our General Merchandise raw material supply chains by 2012 (New 2010 wording)	We held initial meetings with the RSPCA in 2009/10 and started to develop plans across key raw materials used in clothing such as leather, wool and angora. We won the 2009 RSPCA Good Business 'Fashion Commitment' Award.
No 70 Supply chain labour standards	Enabling suppliers to address difficult issues such as 'living' wage and working hours through collaborative networking, conferences and the launch of an Ethical Exchange website. Setting up best practice projects including at least six Ethical Model Factories and a worker's rights training programme which can be extended across our supply chains by 2012.	We provided over 80,000* hours (last year 21,000) of supplier training, including ethical trade conferences in China, South Africa, Vietnam, Spain, Bangladesh, Egypt and Indonesia. These covered difficult issues including 'living' wage and working hours. Performance: Three factories producing clothing in Bangladesh and one UK food manufacturer have completed Ethical Model Factory trials and results showing increased efficiencies, improved quality and less workforce turnover have been shared with our suppliers across the world and other companies operating in Bangladesh. As a result, a further six Ethical Model Factories in Bangladesh were set up. We've used these achievements to launch our
No 81 Fairtrade clothing	Converting 20 million clothing garments including £5 plain t-shirts, women's strappy vests and Oxford shirts to Fairtrade cotton – equal to 10% of all M&S cotton use by 2012.	revised ethical trading commitments in March 2010 – In 2009 M&S was the UK's largest retailer of Fairtrade certified cotton products with a market share of over 30%. In 2009/10 we sold 7.9 million Fairtrade certified cotton garments and Home products (2006/07: 0.5 million). We estimate that our 2009/10 Fairtrade certified cotton usage was equivalent to around 2,100 tonnes or 2.5%† Performance: of all the cotton we used (2006/07: less than 1%). Behind plan
No 86 Customer campaigns	Developing and launching initiatives on environmental and community issues by 2012.	M&S customers, store and head office employees raised £2.8m for hundreds of charities across the country in only 125 days (May to September) as part of M&S 125 Fundraising Challenge. An additional £250,000 was also raised for the Royal British Legion Poppy Appeal. We presented a Climate Change Quilt with messages supporting actions on climate change from customers in October 2010 and also helped raise funds for the Haiti Earthquake Appeal.

. Table 5:14:1 Clothing Related Targets and Achievements - Plan A 2010

Point	External stakeholder	External stakeholder feedback
On Plan A generally:	Business in the Community Forum for the Future Oxfam WWF	<ul style="list-style-type: none"> Plan A addresses the right issues but needs to be kept up to date; • M&S needs to do more to involve customers and suppliers; and Plan A should provide financial evidence demonstrating the 'business case'. launched an updated Plan A in March 2010; Plan A now includes a new section on involving our customers and more commitments on working with suppliers; and we have committed to report on the financial business case for Plan A by 2011.
On Waste (in 2009):	Business in the Community Forum for the Future INCPEN WRAP WWF	<ul style="list-style-type: none"> Plan A should take a more joined-up approach to carbon and waste (product life cycle); M&S should help to provide better recycling services for customers; more action is required to reduce food waste, particularly in the supply chain; and glass should be included in packaging targets. many of our commitments on waste now link across to carbon (Climate change); Plan A now includes a commitment to further improve clothing and packaging recycling; reducing waste is a key component in our Food Supplier Sustainability Framework; and actions on glass are now included in our revised commitments.
On Fair partner (in 2009):	Corporate Citizenship Ethical Trading Initiative Forum for the Future Oxfam	<ul style="list-style-type: none"> supply chain working conditions is M&S's most important Fair partner issue – in particular paying a 'living' wage; ensure and demonstrate that buyers support ethical trading; and Buying Pledges should extend beyond the price paid for raw materials. Plan A now includes a commitment to pay a 'living' wage to people working in our clothing factories in developing countries; we will continue to develop our training programme; and revisions to Plan A are intended to offer broader support to UK and the Republic of Ireland food production.

Table 5:14:2 External Stakeholder Comments - Plan A 2009 / 2010

Objective re customer involvement		
Objective 1	Aim for all M&S products to have at least one Plan A quality by 2020 (50% by 2015) and help our customers identify and buy these products	<p>1.1 Develop a definition of a Plan A quality in consultation with key stakeholders by the end of 2010.</p> <p>1.2 Have at least one Plan A quality in all our M&S General Merchandise and Food products by 2020 – with 50% of our products having at least one Plan A quality by 2015.</p> <p>1.3 Develop mechanisms to help our customers identify products with Plan A qualities in-store and online to encourage their purchase.</p> <p>1.4 Extend our Meet Your Producer website linking products with producers, to include overseas suppliers, including wine suppliers, by 2015.</p> <p>1.5 (Was commitment 78) Connecting our customers to our suppliers by developing a website providing information on how and where UK foods are produced by 2012. ACHIEVED</p>
Objective 2	Help our customers make a difference to the social and environmental causes that matter to them	<p>2.1 Support and facilitate annual fundraising activities in our stores to support local charities.</p> <p>2.2 Use a comprehensive programme of cause related marketing to raise money for charity partners and donate unsold stock and surplus equipment where feasible and safe to them.</p> <p>2.3 (Was commitment 84) Continuing to help disadvantaged groups like the disabled and homeless get jobs via work placements in our stores, offices and suppliers' factories. ACHIEVED</p> <p>2.4 (Was commitment 86) Developing and launching initiatives on environmental and international community issues by 2012. ACHIEVED</p> <p>2.5 (Was commitment 87) Maintaining our campaign with Breakthrough Breast Cancer. ACHIEVED</p>
Objective 3	Help our customers live a more sustainable life	<p>3.1 Help one million customers to develop personal sustainability goals via a new My Plan A website by 2015 and three million by 2020.</p> <p>3.2 Run a continuous programme of Plan A marketing communications, to encourage customers to take action.</p> <p>3.3 Launch a Your Green Idea £100,000 prize to encourage customers to get involved in Plan A by identifying the best way to make our business more sustainable.</p>
Objective 9	Help our customers cut their carbon footprint	<p>9.1 Launch at least six projects by 2012 which provide a 'step change' in reducing carbon emissions across key M&S Food product ranges.</p> <p>9.2 Use the most environmentally efficient forms of packaging systems throughout the supply chain to help reduce the overall carbon footprint of packaging and products by 2015.</p> <p>9.3 Ensure that by 2015 at least 90% of our household electrical products meet a credible energy efficiency standard and improve the energy efficiency of the most energy intensive products by at least 25%.</p> <p>9.4 (Was commitment 25) Supporting the work of the Carbon Trust to develop a carbon labelling scheme for consumer products and services by 2012.</p> <p>9.5 (Was commitment 26) Develop a low carbon products and services business, including energy and insulation, by 2010.</p> <p>9.6 (Was commitment 27) Launching campaigns with the WWF and National Federation of Women's Institutes (in 2008) – to help our customers and employees understand their carbon footprint and how to reduce it.</p> <p>9.7 (Was commitment 28) Working with the Climate Group on a major educational campaign in 2007 encouraging people to wash clothes at 30°C to cut energy use and CO2 emissions.</p> <p>9.8 (Was commitment 29) Progressively introducing facilities to encourage the use of public transport and cycling for both customers and employees where appropriate by 2012.</p>

Table 5:14:3 Commitments to Customers - Plan A 2010

Conscious	Planet	Eco
<p><i>Conscious means or is related to...</i></p> <p>N/A</p>	<p><i>Planet means or is related to...</i></p> <p>N/A</p>	<p><i>Eco means or is related to...</i></p> <p>helping customers to develop their own Plan A eco-plans, aiming to accelerate the transition of Plan A from 'Plan' to 'How We Do Business', integrating it into processes and giving our people the skills, tools and motivation required to make a difference.</p>
Green	Fairtrade	
<p><i>green means or is related to...</i></p> <p>having 'Green' travel policy but business travel emissions continue to rise, introducing a 'green' company car policy we aim to continue to reduce CO2, relating to greenhouse gases produced by human activity, addressing a global problem, achieving reduction in refrigeration emissions, introducing less harmful HFC gases CO2 based systems, improving energy efficiency, rolling out the lessons learned at our five Energy Efficiency Stores, protecting and preserving the world's natural rainforests, maintaining our commitment to procure 100% 'green' electricity by 2012, sourcing from 'green' tariff renewable supplies, increasing the number of small scale energy projects over a range of technologies, opening 'green' concept stores, supporting the development of 'green' factories with suppliers, using guidelines and calculating the resultant carbon emissions from our waste show the percentage of our total expenditure on 'greener' alternatives for stationery and other consumable items providing a premium for sustainable palm oil producers', certifying GreenPalm, committed to source palm oil, soy, cocoa, beef, leather and coffee from sources that don't contribute to deforestation, trialling a set of environmental indicators with selected dairy, lamb, chicken and produce farmers, planning to update sector specific M&S Farming for the Future Codes of Practice on required actions and measurements to reduce greenhouse gas emissions, waste and water consumption and improve biodiversity and soil quality</p>	<p><i>Fairtrade means or is related to...</i></p> <p>converting basic cottons to fairtrade supply, developing both our General Merchandise and Food Fairtrade ranges which now includes cut-flowers. Continuing to expand ranges of Fairtrade food including converting all our jams/conserves, bagged sugar to Fairtrade and offering more Fairtrade fruit, wine and other products, helping suppliers secure fund to invest in workforces, investing in communities, , promoting fairtrade practice, expanding ranges, converting produce to fairtrade, increasing product offering, driving best practice, helping suppliers to develop sustainable production techniques, helping suppliers to develop improve livelihoods on vulnerable communicates, Launching a Supplier Exchange to drive best practices, stimulate innovation and help suppliers, Certifying cotton clothing, 20 million clothing garments including £5 plain t-shirts, women's strappy vests and Oxford shirts to Fairtrade cotton – equal to 10% of all M&S cotton use by 2012, selling 7.9 million Fairtrade certified cotton garments and Home products (2006/07: 0.5 million). estimating that our 2009/10 Fairtrade certified cotton usage was equivalent to around 2,100 tonnes, developing strategy, funding best practice, developing partnerships, investing in the future, developing market share, stimulating innovation, developing more Fairtrade partnerships with employees, communities and suppliers are an investment in future success,</p>	
CARBON		
<p><i>carbon means or is related to...</i></p> <p>improving our energy efficiency by 35%, launching projects which provide a 'step change' in reducing carbon emissions across key M&S Food product ranges, using the most environmentally efficient forms of packaging systems throughout the supply chain to help reduce the overall carbon footprint of packaging and products, send no operational and construction waste to landfill, reducing operational waste by 25% and construction waste by 50%, reducing store unsold Food waste and General Merchandise transit packaging waste, helping our customers and employees reduce their carbon footprints, improving recycling facilities, supporting the introduction of the Recycle Bank reward system in the UK establishing Local Authority Recycling Partnership with Somerset, engaging employees in Plan A, giving all M&S employees a free energy monitor to help them understand their energy use and reduce the carbon footprint of their homes, Offering free home insulation to eligible M&S employees to help reduce the carbon footprint of their homes, working with our suppliers to cut emissions in Food and General Merchandise supply chains, working with the Carbon Trust to identify carbon 'hot spots' in the food supply chain and setting targets to reduce CO2, supporting the work of the Carbon Trust to develop a carbon labelling scheme for consumers, launching campaigns with the WWF and National Federation of Women's Institutes (in 2008) – to help customers and employees understand their carbon footprint and how to reduce it, conducting a climate change risk assessment across all key parts of the M&S supply chain and where required, develop mitigation, resilience and adaptation plans our suppliers cut their carbon footprint, establishing Local Authority Recycling Partnership with Somerset promoting PAS 2050 to suppliers as preferred method for calculating product carbon footprints Report on the carbon footprint of our waste and achieve a position of at least carbon neutral disposal</p>		
Ethical		

ethical is means or related to...

Setting-up best practice projects including at least six Ethical Model Factories and a worker's rights training programme which can be extended across our supply chains, committing to doing the right thing for our customers, colleagues, shareholders, suppliers and local communities as well as for the environment. providing additional guidance under three categories: Our Responsibilities; Our Behaviours; and Our Workplace and Business Policies, reviewing policies to ensure legal compliance, maintaining and promoting an environment where diversity is valued, Setting-up best practice projects including at least six ethical model factories and a worker's rights training programme, reporting serves the needs of these varied audiences, as far as possible, we've tried to provide a balance of detailed data and more accessible information. The report has been written primarily for external stakeholders. sharing the information it contains with employees and customers, manage a continually evolving set of issues, supply chain working conditions is M&S's most important Fair partner issue, ensure and demonstrate that buyers support ethical trading ,Buying Pledges should extend beyond the price paid for raw materials, Strengthening our ethical compliance monitoring, strengthening our auditing, developing Ethical Model Factory trials and results showing increased efficiencies, improved quality

and less workforce turnover have been shared with our suppliers across the world and other companies, together with our suppliers, we completed and evaluated ethical audits, improved database which is being operated in conjunction with SEDEX (Supplier Ethical Data Exchange) to manage General Merchandise supplier detail at factory level. Work is now underway to develop a new system to provide improved traceability on the principal raw materials used to make our General Merchandise products. benchmarking of ethical trading performance of both Food and General Merchandise suppliers has been used throughout the year new guidelines on water efficiency, wood sourcing, waste, bio-fuels, 'green' factories and social compliance, Enabling suppliers to address difficult issues such as 'living' wage and working hours through collaborative networking, conferences and the launch of an Ethical Exchange website, The Supplier Exchange was used to support ethical trading as well as six UK environmental best practice meetings, and two supplier conferences – one in the UK and one in China. Collaborate with other retailers and brands to promote a single global ethical trading code by 2012 and an effective monitoring scheme. Provide support through on-site training and conferences to raise worker and management awareness and knowledge, Enabling suppliers to address difficult issues such as 'living' wage and working hours through collaborative networking, conferences and the launch of an Ethical Exchange website, supplier training, including ethical trade conferences in China, South Africa, Vietnam, Spain, Bangladesh, Egypt and Indonesia. These covered difficult issues including 'living' wage and working hours, completed Ethical Model Factory trials and results showing increased efficiencies, improved quality and less workforce turnover have been shared with our suppliers across the world and other, Extending our ethical trading assessments, ensure our clothing suppliers are able to pay workers a fair 'living' wage in the least developed countries we source from

Recycled

recycled means or is related to...

Collecting 133 million clothes hangers in-store and reusing 76% with the remainder being recycled, recycling 89% of our construction waste, up from 65% in 2006/07. reducing non-glass packaging per item on General Merchandise by 36% and Food by 20%, using more sustainable materials such as recycled PET plastic in Food To Go packaging and recycled HDPE plastics in milk bottles, Increasing the amount of recycled materials used in the construction and 'fit-out' of our stores, improving use of recycled and recyclable materials in consumable items used in our stores and offices, developing 'closed-loop' arrangements to buy the recycled products made from polythene, clothes hangers and some cardboard, making carrier bags out of recycled polythene, recycled material which accounted for 92% of all the polythene used to make the bags, reducing the amount of waste sent to landfill by over 20,000 tonnes a year, reducing food waste by 29% compared to 2006/07, using waste for energy recovery processing. having 'zero waste to landfill' stores, packaging is made recycled material, being 'Forest Stewardship Council certified', 'recycled' or from sources 'that otherwise protect forests and communities', improving the availability of recycling facilities, launching a number of Recycling Partnerships with local authorities, making a commitment to recycling,

Organic

organic means or is related to...

declining sales of organic food due to economic climate, increasing sales of organic food in the UK and Republic of Ireland by 2012, offering a range of organic food to our customers, supporting the 'Better Cotton Initiative', helping to fund a 'best practice', developing programmes for cotton production, increasing sales of organic food in the UK and Republic of Ireland by 2012, developing a Sustainability Strategy covering Fairtrade, organic, 'Better Cotton Initiative', recycling fibres, considering other more sustainable forms of cotton production, promoting the use of Fairtrade, organic, recycled and more sustainable forms, of cotton such as the 'Better Cotton Initiative' and 'Better Management Practices' production

Environmental

environmental means or is related to...

making a real difference to the environment for our customers, employees and people working in our supply chains, cognising that environmental damage and social inequality has increased, committing to tackle sustainability issues in a more integrated way

recognising customers are prepared to take action on these issues if solutions are affordable, Help our customers make a difference to the social and environmental causes that matter, developing and changing the way customers shop, helping customers reduce their carbon footprint, continuing to extend ranges of energy efficient electrical products, providing domestic energy and home insulation services, helping customers show their support for action on climate change, Different audiences take an interest in our social, environmental and ethical performance. Some tell us they want technical data to make comparisons with other retailers, whilst others look for more general information. To make sure our report serves the needs of these varied audiences, as far as possible, we've tried to provide a balance of detailed data and more accessible information. The report has been written primarily for external stakeholders. We will also share the information it contains with employees and customers. Listening and taking action The views of our stakeholders – customers, shareholders, employees and suppliers – guide our policies monitor their views formally and also hold regular discussions with the UK and Republic of Ireland governments, regulators, community partners, trade associations and environmental, human rights and animal welfare group committed, Work with all M&S food suppliers to implement a Gold/ Silver/Bronze sustainability benchmarking standard to improve ethical and environmental performance, ork in partnership with PAN UK to develop plans to phase-out additional hazardous chemicals in food production, Integrate healthy eating advice with social and environmental sustainability messages external stakeholders with interest in Waste, Natural resources, Fair partner and Health and wellbeing Forum for the Future, Oxfam, WWF-UK, Business in the Community, WRAP, The Industry Council for Packaging and the Environment, Rainforest Alliance, Greenpeace, Ethical Trading Initiative, Corporate Citizenship Company, Consumer Focus, Food Standards Agency, Sustainable Development Commission, Engaging our producers of fresh meat, dairy, produce and flowers in the M&S Sustainable Agriculture Programme engaged farmers producing agricultural raw materials for M&S Food in the programme, follow DEFRA/ DECC Certified international social, environmental and ethical standards, educing the environmental impact of the textiles we sell throughout our supply chain, Update our chemical and environmental policy for dye houses, fabric printers, laundries and tanneries to include water management practices, based on assessments of operator safety and environmental impact, reduced the overall environmental impact of all our carrier bags, committed to reduce the total number of bags used, issues improving the oversight of the Environmental, Social and Governance policies of the companies in which it invests.becoming a signatory to the United Nations' Principles of Responsible investment by 2011. Developing and launching initiatives on environmental and community issues, Reducing the environmental impact of the textiles we sell throughout our supply chain by 2012 contributed to DEFRA's Sustainable Clothing Action Plan working with WWF to ensure that all our other fisheries have sustainable practices in place that respect the natural environment improving our auditing system for dye houses to ensure compliance with our sector leading environmental and health and safety standards. included new guidelines on water efficiency, wood sourcing, waste, biofuels, 'green' factories and social compliance, offsetting Working with the Government and environmental groups to develop an acceptable approach to using carbon offsets where no other method of reducing CO2 emissions is available Mobilising our key suppliers via our Supplier Exchange to significantly reduce their CO2 by 2012. emissions used our Supplier Exchange to develop a Food Supplier Environmental Sustainability Framework and measurements along with plans for clothing suppliers to install more energy efficient lighting, insulation and temperature controls, Maintaining our commitment to procure 100% 'green' electricity by 2012 and improve the percentage of small scale

sources we use 40% of our electricity is now sourced from 'green' tariff renewable supplies, trialled the BREEAM 'In Use' assessment as we believe it will be more useful in helping us to improve environmental performance. We are working with BRE to improve its application before we develop an implementation plan

Sustainable

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developing commitments on sustainable sourcing increasing sustainably sourced wood to over 70% and sustainable fish to over 60%, developing a useful and practical set of measurements for sustainable farming has been difficult, plans for clothing suppliers to install more energy efficient lighting, insulation and temperature control, engaging our producers of fresh meat, dairy, produce and flowers in the M&S Sustainable Agriculture Programme, improving efficiency by using less energy, reducing packaging and waste, and creating new markets such as M&S Energy, contributed to DEFRA's Sustainable Clothing Action Plan, Our Cotton Sustainability Strategy promotes the use of Fairtrade, organic, recycled and more sustainable forms of cotton such as the 'Better Cotton Initiative' and 'Better Management Practices' production. launched our first products made with sustainable palm oi members of the Roundtable for Sustainable Palm Oil and Roundtable for Responsible Soy, published an M&S Sustainable Construction Manual, developed with building consultants BRE, tackling sustainability issues in a more integrated way, extending health benefits across more of our products, investigating the use of more sustainable fuels such as electric and diesel hybrids resulting best practices will be applied to all our planning permission for two Sustainable Learning Stores to be built in Ecclesall Road (Sheffield) and Cheshire Oaks (Ellesmere Port). Launching a Supplier Exchange to drive best practices, stimulate innovation and help suppliers secure funds to develop more sustainable production techniques and invest in their workforces and local communities, opening two new Sustainable Learning Stores each year to support continuous improvement, extending our programmes of sustainable raw material sourcing to help protect rainforests and working with suppliers to pay higher wages at clothing factories in developing countries. Ensure that our key raw materials come from the most sustainable sources available to us. use natural resources as efficiently as possible in our operations and extend our existing sustainable sourcing programmes to cover farmed fish, cocoa, beef, leather and coffee. respecting the rainforests We're taking positive action to reduce our use of non- sustainable palm oil and consequently help protect and preserve the world's natural rainforests. Conducting trials and move towards the use of 50% bio-diesel in our lorries as sustainable sources become available by 2012, suspended the use of crop-derived bio-diesel until sustainable supplies of raw materials become available, Increasing the amount of packaging made from more sustainable raw materials such as recycled materials and Forest Stewardship Council wood pulp

Table 5:14:4 Process Codes - Plan A 2010

Appendix 5:15 Retailer Communication Tesco 2010

Tesco five community promises				
Environment	Communities	Buying AND selling our products responsibly	Our people	healthy choices
<p>Climate Change Leading by example Working with others Empowering consumers Waste, Packaging and Recycling Waste Packaging Recycling Water</p> <p>Targets Ireland – 100% of waste diverted from landfill by 2011 Japan – reduce carrier bag use by 20% South Korea – 76,000 children in the eParan Green Leaders Programme Thailand – plant 950,000 trees Turkey – run an education programme on climate change for 12,000 children UK – increase the number of products with a carbon label to 500, and increase customer awareness of the label UK – reduce carrier bag use by 70% in the UK by the end of 2010 (compared to 2006)</p>	<p>Bolstering local economies Engaging people in their communities</p> <p>Targets Hungary – launch Community Champions in ten stores Poland – organise 550 events for local communities South Korea – reach one million Extended Education Academy members UK – double the number of Community Champions in the UK to 250 and run 100 successful Community Fairs UK – open six Regeneration Partnerships in the UK and create at least 600 jobs for people who have been long-term unemployed</p>	<p>How we treat our suppliers Labour conditions in our supply chain Sourcing our raw materials responsibly Selling our products responsibly</p> <p>Targets Czech Republic/Slovakia – create opportunities for local suppliers through supplier engagement events Malaysia – increase sales of products from small businesses by RM630 million Poland – run training for 50 regional suppliers UK – 10% of our tinned tuna will be caught by pole and line by the end of 2010</p>	<p>Training and development Rewards and benefits Inclusion Communication Customer service training Health and safety</p> <p>Targets China – roll out technical support for suppliers to improve food safety and quality Hungary – launch a GDA education programme including a toolkit for students Malaysia – launch 50 Lite Choices lines UK – expand FA Skills Programme to reach a total of 4.5 million 5–11-year-olds by 2014</p>	<p>Better information Healthy options Active lifestyle</p> <p>Targets Hungary – extend our programme to employ more disabled people and launch an equal opportunities and diversity programme South Korea – build an Asia Academy to train and develop our managers and directors</p>

Table 5:15:1 Community Promises – Tesco 2010

A key highlight is Tesco's new ethical trading model, Trading Fairly, which demonstrates commitment to building strong relationships with suppliers. While the report acknowledges that challenges remain, it is good to see the emphasis on developing long-term relationships combined with ethical audits, supporting suppliers to improve		
including a	commitment	to be a zero-carbon business by 2050 without purchasing offsets.
a real	commitment	within the company to minimise emissions of the products on the shelves
We only sell products from suppliers who share our values and in the UK demonstrate ETI's Base Code (see box).		
As part of our approaches to available on our website	commitment	to share best practice and support the convergence of different retailers' e, we have made the full details of our Auditor Recognition Programme publicly www.tesco.com/cr2010/monitoring .
We have supported this UK-wide charity for a number of years and it has now become the UK Government's preferred way to deliver messages about alcohol to consumers. We have just reaffirmed our commitment to the organisation and increased our financial contribution so that we will be the largest retail contributor.		
As part of our ongoing close to Incheon the fastest growing The Tesco Asia Academy is one of all our direct employees in the Tes network as a centre of excellence to train, share learning and develop managers.	commitment	to developing talent in Asia, we are building an academy based in Asia in South Korea. We will open the doors in May 2011. Asia is one of and we will need many more leaders over the coming years. t as a centre of excellence to train, share learning and develop networks
We aim for the highest standards of behaviour from all employees. This requires a visible the top and clear, well-communicated guidelines.		
Commitment		to fairtrade
In 2007 Tesco multidisciplinary,	committed	£25 million to create a new Sustainable Consumption Institute (SCI) in Manchester. The SCI aims to answer some of the fundamental questions. In its second year, the SCI has established an extensive, multi-disciplinary network of academics, both across the UK and internationally.

Table 5:15:2 Commitments – Tesco 2010

We also pledged to cut emissions in the products in our supply chain by 30% by 2020, and to identify ways in which our customers can halve their household carbon footprints by the same date.

Over the past few years we have played a leadership role in bringing the problem of climate change to the attention of our suppliers, customers and competitors around the world, and we are proud of the way we have set the agenda

Third, our customers produce emissions as they consume the products they buy from us. As with every other part of Tesco's strategy, our customers are at the heart of our battle against climate change. Households, particularly in developed countries, account for the largest share of total emissions, and in turn have potentially the greatest role to play in the transformation from a high-carbon to a low-carbon society. This year we set ourselves the target of:

- Finding ways to help our customers reduce their own carbon footprints by 50% by 2020

Challenges

- We need to find the right messages which encourage customers to eat more healthily and drive sustained behaviour change, especially in difficult economic times

By running our business efficiently and responsibly we have reduced carbon emissions and costs — making progress on the environment and helping our customers save money

Carbon is a new subject for many people and we are committed to providing clear information to help them to understand the impact of their purchases and behaviour. We have therefore worked with the Carbon Trust and a range of other stakeholders to help develop an innovative universal carbon footprint label that describes the emissions associated with the product.

The first step in carbon labelling our products is to measure the emissions associated with every step of a product's lifecycle, from the raw materials through the distribution to the arrival in store, and even beyond this to the way customers use and dispose of the product. We have exceeded our target of measuring the full carbon footprint of 500 different products.

We are now deciding how best to use this information for the benefit of our customers and the environment. In many cases, we can simply add a footprint to the product's packaging to help customers choose between products. For example, we found that bin liners manufactured from recycled plastic have a lower carbon footprint per litre than those manufactured from virgin plastic. Similarly, recycled toilet paper has a footprint a third lower than the standard product. And aerosol deodorants tend to have higher carbon footprints than roll-ons, because of the high energy needed to make the aluminium can.

Our latest research, performed in January 2010, shows that customers welcome these new labels. Half of all respondents understood what a carbon footprint was, and nearly as many said they would seek products with lower footprints. However, in some cases the footprinting has shown us that the differences between brands within a category matter much less than how an entire category is typically manufactured or used. For example, some 75% of the emissions from dairy products such as milk come in the agricultural phase, and this applies across the board. Similarly, about 70% of the emissions from laundry detergents come from how the detergent is used, and washing at a lower temperature makes a much bigger difference than which brand you choose. In these cases, we are working with suppliers to tackle emissions hotspots in the supply chain, and with customers to help them change their behaviour.

Table 5:15:3 Commitments to Customers – Tesco 2010

Organic	Conscious	Planet	Eco
<p>organic means or is related to...</p> <p>offering choice to meet the diverse requirements of our customers, from Finest to Organic, offering Freedom Food alternatives,</p>	<p>Conscious means or is related to...</p> <p>N/A</p>	<p>Planet means or is related to...</p> <p>pledging to identify ways in which our customers can halve their household carbon footprints addressing methane production which is 22 times more powerful than carbon dioxide when it comes to warming the planet</p>	<p>Eco means or is related to...</p> <p>Ecosystem risks such as biodiversity and water depletion impacting supply chains and local populations.</p>
Fairtrade			
<p>Fairtrade means or is related to... selling Fairtrade cotton products, supporting nearly 20,000 farmers across Africa and India. In 2009 selling 2.5 million Fairtrade cotton garments, we charging no price premium), producing men's and ladies knitwear in Fairtrade cotton, selling Fairtrade cotton school uniform items, supporting Fairtrade Fortnight, promoting Fairtrade products using press and radio advertisements, and in-store promotions on produce, chocolate, tea and coffee. benefitting Fairtrade workers</p>			
Green			
<p>green means or is related to...</p> <p>cutting emissions in the products in supply chain, making the green option exciting, building environmental stores in every country in which we operate retail outlets, testing new technologies and designs to save energy and reduce greenhouse gas emissions, incorporating innovative technologies in our standard stores.making the green option understandable, making the green option easy, making the green option affordable, nleashing potential is to create a positive vision of the low-carbon society, seeking to create a low-carbon society, building environmental stores in every country in which we operate retail outlets</p>			
Sustainable			
<p>sustainable means or is related to...</p> <p>improving packaging, producing packaging that is fit for purpose, using the lightest weight materials; using materials from the most sustainable sources; maximising opportunities for recycling and recovery; keeping in mind the product and value chain. taking a holistic approach, looking at the product and packaging together through the whole supply chain, saving on glass production, reducing glass bottle weight, co-chairing a major project under the umbrella of the Consumer Goods Forum to set industry-wide standards for how packaging sustainability should be measured, pledging to cut emissions, identifying the role consumers can play in tackling climate change, raising awareness of the threat of climate change, increasing emphasis on water and sustainable sourcing, aiming to have the lowest carbon impact, reduces carbon emissions, addressing opportunities for growth whilst respecting environmental limits, accepting that ecosystem risks such as biodiversity and water depletion are likely to increasingly impact supply chains and local populations</p>			
Carbon			

<p>Carbon means or is related to...</p> <p>cutting emissions in production and supply chain, identifying footprint boundary and emissions factors, calculating emissions from previous years, assessing performance from year to year on a like-for-like basis, recognising that 2050 target of a zero-carbon business will require reduction of absolute emissions, planning to achieve zero-carbon ambition by generating electricity and heat/cooling from renewable sources, recognising that distribution accounts for around 16% of carbon footprint, committing to halving the distribution emissions of each case of goods delivered by 2012, opening the world's first operationally zero-carbon supermarket, reducing absolute emissions in the UK by 2.0%, tackling climate change through supporting customer actions, unleashing customer potential seeking to create a low carbon society, making the green option exciting, understandable, easy and affordable for the customer. directing a consumer-driven revolution in low-carbon consumption, helping customers to reduce their carbon footprint, providing clear information to help customers to understand the impact of their using the independent Carbon Disclosure Project and online report to report standards and achievements, being commended by the Carbon Disclosure Leadership Index for carbon management and reporting, working with the Carbon Trust and other stakeholders to help develop an innovative universal carbon footprint label that describes the emissions associated with the product.</p>
<p>Recycled</p>
<p>recycled means or is related to...</p> <p>turning recycled carrier bags into refuse bags, recycling cardboard boxes to make new ones, printing on 100% recycled paper, increasing</p> <p>percentage of store waste recycled, reducing emissions embedded in the product, measuring global packaging, such as recycled content, optimal packaging weight and carbon emissions throughout the supply chain, purchasing timber and timber products only from legal, sustainable sources. having certified by the Forest Stewardship Council (FSC) our own-brand toilet tissue, facial tissue and kitchen towels as coming either from mixed sources (containing at least 50% FSC material) or recycled material. printing on 100% recycled paper with FSC certification, Manufacturing bin liners from recycled plastic for a lower carbon footprint per litre, producing recycled toilet paper for a footprint a third lower than the standard product, reducing aerosol deodorants which have higher carbon footprints than roll-ons, Helping customers around the world want to recycle, Providing customer recycling facilities in all our markets except China and Turkey, where we hope to introduce store recycling in the coming year. Collecting nearly 250 tonnes of material. rolling out automated TOMRA recycling machines, piloting ten smaller versions, each about the size of a cashpoint machine, which help customers recycle more at our Express and Metro stores.</p>
<p>Environmental</p>
<p>env means or is related to...</p> <p>agreeing and monitoring CR KPIs, reviewing relevant policies and practices, identifying opportunities to improve the sustainability of the business, agreeing and monitoring sustainability ambitions, planning for wider sustainability and longer-term resilience, adapting shipping procedures and sourcing of raw materials. Using 100% sustainable palm oil in products by 2015, reviewing fish sourcing policies, ensuring the long-term sustainability of fish stock engaging with internal and external stakeholders on CR issues. sharing our CR strategy, performance and reporting, engaging with NGOs to better understand current and emerging issues related to our business. NGOs informing our CR strategy helping us better manage our impacts, discussing issues including climate change, animal welfare, ethical trading and sustainability, contributing to research and surveys, responding to requests for information from NGOs as fully and promptly as we can, asking NGOs to share their findings to help improve performance. Working with WWF, being involved in 'Earth Hour', working with HRH the Prince of Wales on the Prince's Rainforest Project, working with Forum for the Future, identifying priority areas for us to work on with our suppliers to make further progress</p>
<p>Ethical</p>
<p>ethical is means or related to... developing key performance indicators, developing an ethical trading incentive scheme, developing a new model for how we approach ethical trading with our suppliers, Trading Fairly on four key principles: Values, Monitoring, Improvement and Transparency, leading Auditor Recognition Programme, working for credible complete global coverage, ensuring that high-risk suppliers must continue to undergo independent ethical audits every year, and medium-risk sites every two years, expecting superior ethical performance for A-list supplier status, pledging to cut emissions in the products in our supply chain by 30% by 2020, selling our Products responsibly, using values to chart the territory, acting responsibly for communities, treating people how we like to be treated, never compromising ethics for the sake of profit, building on comprehensive independent audit and remediation programme, helping suppliers overcome the social, ethical and economic challenges they face, working hardest in the areas where problems are most endemic, committing to share best practice and support the convergence of different retailers' approaches to ethical trade, participating in many different ethical trade forums, notably the Global Social Compliance Programme – which is currently chaired by our Group Ethical Trading Director – and the ETI, as well as the Supplier Ethical Data Exchange (SEDEX), and the MFA Forum in Bangladesh. Protector Line' is a 24-hour confidential telephone line and email address for employees to raise ethical issues and also report grievance NGOs want us to show leadership on CR issues from climate change to ethical trading. giving stakeholders a very clear picture of what you're doing, making Auditor Recognition Programme publicly available, providing clear policies and principles to communicate views to collaborators transparently and openly engaging with NGOs helping us better understand current and emerging issues related to our business understanding customers and meeting their needs, addressing labour conditions in the supply chain, meeting all the standards set out in the Ethical Trading Initiative (ETI) Base Code uphold our ethical values across this extensive and varied supply chain, developed a new model for how we approach ethical trading with our suppliers, Trading Fairly on four key principles: Values, Monitoring, Improvement and Transparency, expecting suppliers to meet the standards set out under the ETI Base Code and guarantee their workers the rights within it, vetting the vetters being open and honest about the challenges that Tesco and its supply chain partners face, searching for value means sourcing products from countries with low wages, low levels of regulation, and relatively little enforcement of good employment practice, being challenging to meet ethical standards, not just highlighting successes, using independent audits to open honest, open discussions of the challenges, promoting sales of local products in the UK,</p>

Table 5:15:4 Process Codes – Tesco 2010

Appendix 5:16 Retailer Communication H&M 2010

<p>OUR COMMITMENTS</p> <p>To continue the implementation of this strategy and to help us remain at the forefront of our industry, we defined seven strategic commitments on sustainability in 2010. These were defined based on our previous longterm goals, our long experience with our sustainability work and our constant dialogue with our stakeholders. The commitments guide our efforts to make our business and products economically, environmentally and socially more sustainable.</p>
<p>To emphasise and clarify our efforts internally and externally, we have given our sustainability programme a name: H&M Conscious. This name stands for all our work-in-progress for a more sustainable fashion future.</p>
<p>Our Conscious Actions work towards fulfilling our commitments. You can read about some of these Actions throughout this report and find out about our progress. As part of our shared responsibility approach, further Conscious Actions will be developed continually throughout our organisation. Alongside these actions, we offer our customers Conscious Products, a selection of more sustainable fashion choices. The starting point will be a first Conscious Collection, which hits our stores in April 2011.</p>
<p>1. Provide fashion for Conscious Customers Make products with an added sustainability value</p>
<p>2. Choose and reward responsible partners Work with partners who share our values.</p>
<p>3. Be ethical Always act with integrity and respect.</p>
<p>4. Be climate smart Be energy-efficient and inspire others to reduce total CO₂ emissions.</p>
<p>5. Reduce , reuse , recycle Aim for zero waste to landfill.</p>
<p>6. Use natural resources responsibly Conserve water, soil, air and species.</p>
<p>7. Strengthen communities Contribute to the development of the communities where we operate.</p>

Table 5:16:1 Commitments – H&M 2010

Carbon	Conscious	Planet	Eco	Fairtrade
<p>Carbon means or is related to...</p> <p>Improving energy efficiency, designing carbon dioxide reduction target, promoting improvements in the value chain, working with suppliers to reduce emissions, adopting an holistic approach, setting sights high, monitoring carbon footprint in the supply chain, reducing carbon dioxide emissions relative to sales,</p>	<p>Conscious means or is related to...</p> <p>providing fashion for conscious customers, choosing and rewarding responsible partners, being ethical, being climate smart, reducing, reusing, recycling, using natural resources responsibly, strengthening communities,</p>	<p>Planet means or is related to...</p> <p>Relating to sustainability in terms of three connected areas: People, Planet and Profit, customers expecting H&M to act in a responsible and sustainable way offering fashion basics and the latest designs, made with respect to people and planet at an affordable price.</p>	<p>Eco means or is related to...</p> <p>eco-labelling to certify that harmful substances have been limited and water pollution reduced across the whole production chain, complying with h&m's own chemical restrictions, producing cosmetic products made with organic ingredients and certified by ecocert,</p>	<p>Fairtrade means or is related to...</p> <p>Certifying cotton products</p>
Green		Ethical		
<p>green means or is related to...</p> <p>striving to have energy efficient operations, using renewable energy, reducing greenhouse gas emissions, being difficult to monitor progress against green targets due to the lack of a solid framework defining what qualifies as renewable energy use in voluntary greenhouse gas accounting and reporting by companies, working with different stakeholders, such as the ERRT and its members, the World Resources Institute (WRI) and Carbon Disclosure Project (CDP), to find a consensus on how to define and measure, being awarded 'Green Initiative of the Year' at the Sustainable Shipping Awards, using shipping carriers that were among the five nominated for 'Sustainable shipping operator of the year', aiming to increase energy efficiency and reduce carbon intensity while learning how to develop the initiative on a larger scale, setting greenhouse gas emissions targets in our supply chain</p>		<p>ethical is means or related to...</p> <p>bringing social and environmental improvements to conventional cotton growing, being members of the sustainable apparel coalition, working on a collaborative approach to improve the environmental and social impacts of apparel and footwear products, acting with integrity and respect, raising the issues within brands ethical working group (BEWG), doing the right thing, acting with integrity and respect towards everyone who contributes success, committing to being ethical in all operations, taking a clear stand against corruption and any form of discrimination throughout operations, taking a clear stand against discrimination, recognising workforce diversity, in terms of age, gender and ethnicity, as an asset, seeking to ensure equality of opportunity throughout the company, being a fair partner to our colleagues, producing responsible marketing, transporting with less impact on the environment transport efficiency, securing good and stable succession planning, synchronising continuous activities to reach zero breaches of the code of ethics, continuing to conduct code of ethics seminars and workshops with all our suppliers, introducing SRM (suppliers relationship management) programme</p>		
Recycled				
<p>recycled means or is related to...</p> <p>offering a fashion collection made from recycled materials, investing in recycled materials, demonstrating how recycled materials can be used to make fashionable garments that meet our customer demand, recycled polyester made from PET bottles, representing 5 percent of total of garments produced from environmentally adapted materials, improving life cycle management for our IT platform, committing to reduce, reuse and recycle, minimising waste impacts, aiming for zero waste to landfill, 1,600 tonnes of recycled materials used to create new garments, making consumer bags from recycled materials, material, keeping packaging to a minimum without compromising its function, using material from certified sources, using single materials and avoiding mixing materials to improve recyclability, choosing standard packaging shapes to minimise waste in production, designing packaging to optimise space-use making it more efficient to transport, making packaging easy to separate, reducing the demand for virgin oil by using recycled PE, increasing the demand for recycled plastic waste, supporting the recycling economy, providing packing guidelines to advise employees in-store, minimising unnecessary plastic use, aiming to minimise all waste types that are generated in stores and distribution centres, using the recycling facilities offered by shopping centres or landlords and others have separate waste contracts, returning waste to distribution centres, being a challenge, producing Waste and Recycling Guide, as part of H&M 'Store Book', providing direction on how to handle hazardous waste, such as fluorescent tube lights, batteries, electronic equipment, glues and other chemicals, recycling of hangers, recycling waste from store construction, trialling new methods to make the construction of new and refurbished stores leaner and more efficient, establishing higher recycling rates of old materials, developing more efficient use of building materials and less scrap waste, using more and more recycled materials for garments, selling accessories made out of recycled tetrapacs, using recycled wool and cotton textile remnants, transforming cut remnants from the production of 2010 collection designed by the French fashion house Lanvin into a new, the Waste Collection, scaling-up our use of recycled fabrics, driving innovation to bring many more opportunities for recycling, less waste and less use of natural resources; making perfect business sense, being part of our long-term strategy, disclosing the total amount of recycled materials used</p>				

Organic

organic means or is related to...

using more organic cotton in our products, being one of the largest users of organic cotton in the world, offering a full fashion collection made from organic materials such as organic cotton, organic linen, investing in such materials and demonstrating how they can be used to make fashionable garments that meet our customers' demands, working with BCI aims to make all cotton more sustainable, collaborating with multistakeholder initiative that includes NGOs like WWF, clothing companies, cotton producer groups and trade and industry bodies, being involved with the BCI since its inception in 2004, increasing use of independently certified organic cotton, growing customer demand, growing in Turkey, India and China, ensuring that organic cotton is independently certified by accredited certification bodies (Control Union and IMO), ensuring that all factories handling organic cotton products are certified according to the relevant standards, verifying the content of the organic fibre used in all our clothing divisions, offering both 100 percent organic cotton clothes and blended organic garments containing a mix of organic and conventional cotton, labelling to help our customers to make an informed choice, setting a target to increase organic cotton use by at least 50 percent every year until 2013, being realistic - cannot sustain growth in the use of organic cotton at the rates witnessed in recent years.

recognising that business growth has outstripped the growth in supply of organic cotton, being a member of Textile Exchange (formerly Organic Exchange, committed to expanding organic agriculture with a specific focus on increasing the production and use of organically grown fibres such as cotton Organic linen, linen being grown without the use of hazardous chemicals. Using organic linen that is independently certified according to the GOTS standard, possessing full transaction certification (TC), growing without the use of any chemical fertilisers or pesticides, reducing water use, increasing profitability for farmers, focussing on key water quality measures and chemical pollution levels

Environmental

environmental means or is related to...

remaining at the forefront of sustainability in the industry is a challenge, offering conscious customers a more sustainable choice in fashion improving product quality, ensuring product safety, offering fashion and quality at the best price, communicating with colleagues, communicating with customers, communicating with stakeholders, entering dialogue with stakeholders improving production processes and choice of materials, reviewing H&Ms goals and strategies to climate impact, considering short and long-term environmental benefits improving social and environmental conditions down the value chain, capitalising on the benefits of responsible business practices, running operations in a way that is economically, socially and environmentally sustainable, fulfilling the needs of both present and future generations choosing solutions that are sustainable in the long term, committing to make business and products economically, environmentally and socially more sustainable, , associating social and environmental improvements with profit retaining talent and building long-term and trusting relationships, shifting to more environmentally conscious modes of transport, showing progress, influencing transport partners to improve their environmental performance, establishing SMARTWAY in collaboration with members of the European retail round table (ERRT), developing a tool for evaluating European truck carriers' environmental performance, communicating minimum requirements for transport service providers, evaluating the environmental performance of service providers, establishing new programmes for Europe, joining clean shipping project, work preventatively to minimise our environmental footprint, using environmentally adapted materials, striving to find better packaging solutions that use fewer resources and cause less waste, developing environmental guidelines for packaging, making more sustainable choices when designing product packaging, minimising the use of single garment packaging when transporting products from producers to distribution centres, minimising the use of single garment packaging when transporting garments from distribution centres to stores, developing guidelines for waste management, providing direction on how to handle hazardous waste, improving practice , launching cleaner production programme, aiming to improve environmental practice at fabric mills and vertically integrated suppliers, phasing out suppliers that will not be able to meet social and environmental compliance expectations, testing energy-efficient solutions in building new warehousing, reporting public policy position on the inclusion of labour and environmental protections in trade agreements, monitoring the environmental performance of maritime transport service providers worldwide, entering vessel-specific data into a database that creates a score that transport buyers can use when purchasing transport services, working closely with suppliers to develop sustainable social and environmental standards in manufacturing factories, ensuring that human rights are not violated of H&M employees and employees of suppliers, applying precautionary principle in environmental work, adopting a preventative approach with the substitution of hazardous chemicals, striving to use resources as efficiently as possible, minimising waste, adopting new technologies and methods, meeting globally recognised corporate responsibility standards, meeting stringent social and environmental criteria, , auditing frequently to reduce non-compliance, related to health and safety and environmental requirements, ensuring that products are manufactured in a way that is environmentally and socially sustainable, helping suppliers to establish ethical model factories, restricting the use of harmful chemicals, being responsible to all contributors to success, improving the environmental and social sustainability of supply chain, working with accessory and shoe suppliers in china to collaborating with transport providers, bringing together brands, manufacturers, trade unions, NGOS, IGOS, third-party monitoring organisations and researchers to participate in a dialogue about macro-level issues of the Indian garment sector such as wages, safety or environmental standards, promoting participation in the roundtable with others in the industry, launching a training approach to improve compliance on wages, compensation, overtime and recruitment procedures

Sustainable

sustainable means or is related to...

being members of the SUSTAINABLE APPAREL COALITION (SAC), collaborating to improve the environmental and social impacts of apparel and footwear products, being a member of BUSINESS FOR SOCIAL RESPONSIBILITY (BSR), contributing to the development of sustainable business strategies and solutions through consulting, research, and cross-sector collaboration, reporting annually on activities and progress on sustainability programmes, using the GRI Sustainability Reporting Guidelines and the pilot Apparel and Footwear Sector Supplement to inform sustainability reporting, being involved in multi-stakeholder initiatives like the Fair Labor Association, working closely with our suppliers to develop sustainable social and environmental standards in the factories that manufacture H&M's products, joining forces with other buyers, collaborating with industry peers can help to increase the level of influence we have on a particular issue where working alone we would have less influence. We see sharing best practice and developing ways to jointly tackle common challenges key making the whole industry more sustainable. finding together solutions to workers' issues to ensure a sustainable labour market, supporting capacity building, workshops and training with supplier making sustainability the responsibility of all departments, working hard to be sustainable in all business practices, being driven by strong values, aiming for sustainability to play a role in every decision made, improving production processes and choice of materials, reviewing the company's goals and strategies to reduce the company's climate impact, basing business decisions on careful consideration to ensure solutions that are sustainable in the long term, being a good global citizen, acting responsibly in business, contributing to positive change along entire value chain participating in a business in which sustainability is a natural and fully integrated part of everything done, initiating actions and setting goals in order to fulfil commitments, managing sustainability as a shared responsibility, having a CSR support department that sets overall targets, defines strategies and guides other departments within H&M, analysing departmental impact on sustainability, making a positive contribution to a more sustainable future, financing growth with an emphasis on quality, sustainability and continued high profitability, keeping and attracting skilled, creative and devoted colleagues around the world, staying at the forefront of sustainable business practices, reporting being a constituent of the Dow Jones Sustainability Index Nordic; ECPI Ethical Index Euro; ECPI Ethical Index Global; and the OMX GES Sustainability Nordic Index, aiming to run business operations in a way that is economically, socially and environmentally sustainable, providing competitive advantages. fulfilling the needs of both present and future generations, associating social and environmental improvements with profit, supporting those in our value chain to become better at what they do to make their business more sustainable and H&M supply more stable and efficient entering mutual dialogue with various stakeholders such as customers, employees, suppliers, local and international NGOs and Unions, authorities, shareholders, giving the sustainability programme a name, H&M Conscious to make it easier to engage with our customers, committing to open and honest disclosure, eliciting feedback from stakeholders, recognising that many of our stakeholders expect our reporting to be independently assured, improving reporting, assuring defining strategic commitments on sustainability, allowing commitments to guide efforts to make business and products economically, environmentally and socially more sustainable, emphasising and clarifying efforts internally and externally, through branding - H&M Conscious, discussing sustainability issues in a decision-making forum called the Green Room, aiming towards suppliers and their employees able to take full ownership of their sustainability issues, transferring knowledge and experience to suppliers and factories, adding sustainability value to our products, adding value and credibility to sustainability work and reporting, offering our customers the best price with added value, striving to use resources as efficiently as possible, minimising waste, adopting new technologies and methods, working preventatively to minimise our environmental footprint, taking into account the entire life cycle of products, connecting business to: People, Planet and Profit, following a product life cycle approach in sustainability work, taking into account that H&Ms influence is stronger closer to own operations, working hard to minimise impact, employing over 90 employees in CSR roles, Improving the environmental and social sustainability of our supply chain, producing more sustainably, making a difference to hundreds of thousands of people working in the supply

chain and to the environment and communities, working hard to make a difference, improving conditions and creating a leaner supply chain, treating employees and business partners in a fair way, supporting projects in the communities in which H&M and our supply chain operate, working to address the most relevant issues locally and contribute to positive and sustainable change in communities touched by operations, striving to improve customer offering, offering our customers conscious products, bringing customers along with us on this journey, making customers more aware of all the work being done to be more sustainable, taking our responsibility seriously, inspiring customers to adapt their own behaviour too; for example, by lowering the temperature at which they wash their clothes, increasing customer appreciation of efforts to offer more sustainable products, measuring suppliers' level of compliance with Codes of Conduct, implementing an audit programme, having presence at supplier factories, providing strong support for the development of suppliers, getting a comprehensive picture of how well suppliers comply with social and environmental requirements. making decisions from a position of knowledge, supporting suppliers in achieving long-term improvements, taking the right purchasing decisions, transferring company values to suppliers when representing H&M during the audit and the remediation process, improving suppliers capability to identify and address their own weaknesses, developing our own knowledge within H&M, understanding the root cause of non-compliance and working on remediation plans in conjunction with suppliers, adopting guidelines for diversity and equality, based on the International Labour Organization convention (C111 Discrimination), offering conscious customers a sustainable choice in fashion, offering a selection of more sustainable fashion choices, launching the Conscious Collection, looking at the Sustainability of products across their entire life cycle, aiming both to be carbon neutral and to produce zero waste, Remaining at the forefront of sustainability in the fashion industry is a challenge, recognising that tackling complex structural issues that underlie much of our supply chain requires an industry-wide response, taking an active role in public policy, working further towards collaborative actions, building bridges that lead to lasting improvements

Table 5:16:2 Process Codes – H&M 2010

Appendix 5:17 Selective and Process Codes: Retailer Documents

<i>a priori</i> code: ETHICAL <i>is...or means</i>				
H&M SELECTIV E CODE	COLLABORATION (NEW Phase 3)	RESPECTING THE ENVIRONMENT	HAVING SOCIAL CONSCIENCE	COMMITTING TO ETHICAL PRACTICE
Discussion Code	COL	RTE	BEx	CEP
Process Codes	being members of the sustainable apparel coalition, working on a collaborative approach to improve the environmental and social impacts of apparel and footwear products, raising the issues within brands ethical working group (BEWG), continuing to conduct code of ethics seminars and workshops with all our suppliers,	transporting with less impact on the environment,	acting with integrity and respect,	introducing SRM (suppliers relationship management) programme, doing the right thing, acting with integrity and respect towards everyone who contributes success, committing to being ethical in all operations, taking a clear stand against corruption and any form of discrimination throughout operations, taking a clear stand against discrimination, recognising workforce diversity, in terms of age, gender and ethnicity, as an asset, seeking to ensure equality of opportunity throughout the company, being a fair partner to our colleagues, securing good and stable succession planning, synchronising continuous activities to reach zero breaches of the code of ethics,
M&S SELECTIV E CODE	COMMITTING TO ETHICAL PRACTICE		COMMUNICATION (NEW Phase 3)	CHALLENGING (NEW Phase 3)
Discussion Code	CEP		COM	CHAL
Process Codes	committing to doing the right thing for our customers, colleagues, shareholders, suppliers and local communities as well as for the environment. providing additional guidance under three categories: Our Responsibilities; Our Behaviours; and Our Workplace and Business Policies, reviewing policies to ensure legal compliance, maintaining and promoting an environment where diversity is valued, Setting-up best practice projects including at least six ethical model factories and a worker's rights training programme		reporting serves the needs of these varied audiences, as far as possible, we've tried to provide a balance of detailed data and more accessible information. The report has been written primarily for external stakeholders. sharing the information it contains with employees and customers.	manage a continually evolving set of issues, supply chain working conditions is M&S's most important Fair partner issue, ensure and demonstrate that buyers support ethical trading ,Buying Pledges should extend beyond the price paid for raw materials
M&S SELECTIV E CODE	ACCREDITING PRODUCTION PROCESSES (SAFEGUARDING REPUTATION) (DEVELOPING & MONITORING KPIS)	COLLABORATION (NEW Phase 3)		SAFEGUARDING PRODUCERS

Discussion Code	APP		COL	SP
Process Codes	Strengthening our ethical compliance monitoring, strengthening our auditing, developing Ethical Model Factory trials and results showing increased efficiencies, improved quality and less workforce turnover have been shared with our suppliers across the world and other companies, together with our suppliers, we completed and evaluated ethical audits, improved database which is being operated in conjunction with SEDEX (Supplier Ethical Data Exchange) to manage General Merchandise supplier detail at factory level. Work is now underway to develop a new system to provide improved traceability on the principal raw materials used to make our General Merchandise products. benchmarking of ethical trading performance of both Food and General Merchandise suppliers has been used throughout the year new guidelines on water efficiency, wood sourcing, waste, bio-fuels, 'green' factories and social compliance		Enabling suppliers to address difficult issues such as 'living' wage and working hours through collaborative networking, conferences and the launch of an Ethical Exchange website	supplier training, including ethical trade conferences in China, South Africa, Vietnam, Spain, Bangladesh, Egypt and Indonesia. These covered difficult issues including 'living' wage and working hours, completed Ethical Model Factory trials and results showing increased efficiencies, improved quality and less workforce turnover have been shared with our suppliers across the world and other, extending our ethical trading assessments, ensure our clothing suppliers are able to pay workers a fair 'living' wage in the least developed countries we source from, setting-up best practice projects including at least six Ethical Model Factories and a worker's rights training programme which can be extended across our supply chains
TESCO SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES (SAFEGUARDING REPUTATION) (DEVELOPING & MONITORING KPIS)		RESPECTING THE ENVIRONMENT	COMMITTING TO ETHICAL PRACTICE
Discussion Code	APP	RTE	CEP	COL
Process Codes	developing key performance indicators, developing an ethical trading incentive scheme, developing a new model for how we approach ethical trading with our suppliers, Trading Fairly on four key principles: Values, Monitoring, Improvement and Transparency, leading Auditor Recognition Programme, working for credible complete global coverage, ensuring that high-risk suppliers must continue to undergo independent ethical audits every year, and medium-risk sites every two years, expecting superior ethical performance for A-list supplier status	pledging to cut emissions in the products in our supply chain by 30% by 2020,	selling our Products responsibly, using values to chart the territory, acting responsibly for communities, treating people how we like to be treated, never compromising ethics for the sake of profit, building on comprehensive independent audit and remediation programme,	helping suppliers overcome the social, ethical and economic challenges they face, working hardest in the areas where problems are most endemic, committing to share best practice and support the convergence of different retailers' approaches to ethical trade, participating in many different ethical trade forums, notably the Global Social Compliance Programme – which is currently chaired by our Group Ethical Trading Director – and the ETI, as well as the Supplier Ethical Data Exchange (SEDEX), and the MFA Forum in Bangladesh. Protector Line' is a 24-hour confidential telephone line and email address for employees to raise ethical issues and also report grievance NGOs want us to show leadership on CR issues from climate change to ethical trading.

TESCO SELECTIVE CODE	COMMUNICATION (NEW Phase 3)	HELPING CONSUMERS (NEW Phase 3)	SAFEGUARDING PRODUCERS	CHALLENGING (NEW Phase 3)	PROMOTING LOCAL PRODUCTS (NEW Phase 3)
Discussion Code	COM	HCons	SP	CHAL	TR
Process Codes	giving stakeholders a very clear picture of what you're doing, making Auditor Recognition Programme publicly available, providing clear policies and principles to communicate views to collaborators transparently and openly engaging with NGOs helping us better understand current and emerging issues related to our business	understanding customers and meeting their needs,	addressing labour conditions in the supply chain, meeting all the standards set out in the Ethical Trading Initiative (ETI) Base Code uphold our ethical values across this extensive and varied supply chain, developed a new model for how we approach ethical trading with our suppliers, Trading Fairly on four key principles: Values, Monitoring, Improvement and Transparency, expecting suppliers to meet the standards set out under the ETI Base Code and guarantee their workers the rights within it, vetting the vetters,	being open and honest about the challenges that Tesco and its supply chain partners face, searching for value means sourcing products from countries with low wages, low levels of regulation, and relatively little enforcement of good employment practice, being challenging to meet ethical standards, not just highlighting successes, using independent audits to open honest, open discussions of the challenges,	promoting sales of local products in the UK,

Table 5:17:1 Retailer Selective and Process codes: Ethical Fashion

<i>a priori</i> code: ENVIRONMENTAL <i>is...or means</i>					
H&M SELECTIV E CODE	CHALLENGING (NEW Phase 3)	HELPING CONSUMERS (NEW Phase 3)	COMMUNICATION (NEW Phase 3)	INVESTING IN THE FUTURE (NEW Phase 3)	CONSIDERING & ADAPTING BEHAVIOUR (ADDITIONAL)
Discussion Code	CHAL	HCons	COM		C&AB
Process Codes	remaining at the forefront of sustainability in the industry is a challenge,	offering conscious customers a more sustainable choice in fashion improving product quality, ensuring product safety, offering fashion and quality at the best price,	communicating with colleagues, communicating with customers, communicating with Stakeholders, entering dialogue with stakeholders	capitalising on the benefits of responsible business practices, running operations in a way that is economically, socially and environmentally sustainable, fulfilling the needs of both present and future generations choosing solutions that are sustainable in the long term, committing to make business and products economically, environmentally and socially more sustainable, , associating social and environmental improvements with profit retaining talent and building long-term and trusting relationships	improving production processes and choice of materials, reviewing H&Ms goals and strategies to climate impact, considering short and long-term environmental benefits improving social and environmental conditions down the value chain
H&M SELECTIV E CODE	SAFEGUARDING PRODUCERS	DEVELOPING & MONITORING KPIS (NEW Phase 3) (SAFEGUARDING REPUTATION)	RESPECTING THE ENVIRONMENT		COLLABORATING (NEW Phase 3)
Discussion Code	SP	DMKPIs	RTE		COL
Process Codes	ensuring that products are manufactured in a way that is environmentally and socially sustainable, helping suppliers to establish ethical model factories, restricting the use of harmful chemicals, being responsible to all contributors to success, improving the environmental and social sustainability of supply chain, working with accessory and shoe suppliers in china to address non-compliance,	monitoring the environmental performance of maritime transport service providers worldwide, entering vessel-specific data into a database that creates a score that transport buyers can use when purchasing transport services, working closely with suppliers to develop sustainable social and environmental standards in manufacturing factories, ensuring that human rights are not violated of H&M employees and employees of suppliers, applying precautionary principle in environmental work, adopting a preventative approach with the substitution of hazardous chemicals, striving to use resources as efficiently as possible, minimising waste, adopting new technologies and methods, meeting globally recognised corporate responsibility standards, meeting stringent social and environmental criteria, auditing frequently to reduce non-compliance, related to health and safety and environmental requirements, ,	shifting to more environmentally conscious modes of transport, showing progress, influencing transport partners to improve their environmental performance, establishing SMARTWAY in collaboration with members of the European retail round table (ERRT), developing a tool for evaluating European truck carriers' environmental performance, communicating minimum requirements for transport service providers, evaluating the environmental performance of service providers, establishing new programmes for Europe, joining clean shipping project, work preventatively to minimise our environmental footprint, using environmentally adapted materials, striving to find better packaging solutions that use fewer resources and cause less waste, developing environmental guidelines for packaging, making more sustainable choices when designing product packaging, minimising the use of single garment packaging when transporting products from producers to distribution centres, minimising the use of single garment packaging when transporting garments from distribution centres to stores, developing guidelines for waste management, providing direction on how to handle hazardous waste, improving practice , launching cleaner production programme, aiming to improve environmental practice at fabric mills and vertically integrated suppliers, phasing out suppliers that will not be able to meet social and environmental compliance expectations, testing energy-efficient solutions in building new warehousing, reporting public policy position on the inclusion of labour and environmental protections in trade agreements.		collaborating with transport providers, bringing together brands, manufacturers, trade unions, NGOS, IGOS, third-party monitoring organisations and researchers to participate in a dialogue about macro-level issues of the Indian garment sector such as wages, safety or environmental standards, promoting participation in the roundtable with others in the industry, launching a training approach to improve compliance on wages, compensation, overtime and recruitment procedures,

M&S SELECTIV E CODE	COMMITTING TO ETHICAL PRACTICE (NEW Phase 3)			HELPING CONSUMERS (NEW PHASE 3)
Discussion Code	CEP			HCons
Process Codes	making a real difference to the environment for our customers, employees and people working in our supply chains, recognising that environmental damage and social inequality has increased, committing to tackle sustainability issues in a more integrated way			recognising customers are prepared to take action on these issues if solutions are affordable, Helping our customers make a difference to the social and environmental causes that matter, developing and changing the way customers shop, helping customers reduce their carbon footprint, continuing to extend ranges of energy efficient electrical products, providing domestic energy and home insulation services, helping customers show their support for action on climate change
M&S SELECTIV E CODE	ACCREDITING PRODUCTION PROCESSES (ADDITIONAL) (SAFEGUARDING REPUTATION) (DEVELOPING & MONITORING KPIS)			
Discussion Code	APP			
Process Codes	<p>Work with all M&S food suppliers to implement a Gold/ Silver/Bronze sustainability benchmarking standard to improve ethical and environmental performance, Work in partnership with PAN UK to develop plans to phase-out additional hazardous chemicals in food production, Integrate healthy eating advice with social and environmental sustainability messages external stakeholders with interest in Waste, Natural resources, Fair partner and Health and wellbeing Forum for the Future, Oxfam, WWF-UK, Business in the Community, WRAP, The Industry Council for Packaging and the Environment, Rainforest Alliance, Greenpeace, Ethical Trading Initiative, Corporate Citizenship Company, Consumer Focus, Food Standards Agency, Sustainable Development Commission, Engaging our producers of fresh meat, dairy, produce and flowers in the M&S Sustainable Agriculture Programme engaged farmers producing agricultural raw materials for M&S Food in the programme, follow DEFRA/ DECC Certified international social, environmental and ethical standards , educing the environmental impact of the textiles we sell throughout our supply chain, Update our chemical and environmental policy for dye houses, fabric printers, laundries and tanneries to include water management practices, based on assessments of operator safety and environmental impact, reduced the overall environmental impact of all our carrier bags, committed to reduce the total number of bags used, issues improving the oversight of the Environmental, Social and Governance policies of the companies in which it invests.becoming a signatory to the United Nations' Principles of Responsible investment by 2011. Developing and launching initiatives on environmental and community issues, Reducing the environmental impact of the textiles we sell throughout our supply chain by 2012 contributed to DEFRA's Sustainable Clothing Action Plan working with WWF to ensure that all our other fisheries have sustainable practices in place that respect the natural environment improving our auditing system for dye houses to ensure compliance with our sector leading environmental and health and safety standards. included new guidelines on water efficiency, wood sourcing, waste, bio-fuels, 'green' factories and social compliance, offsetting Working with the Government and environmental groups to develop an acceptable approach to using carbon offsets where no other method of reducing CO2 emissions is available Mobilising our key suppliers via our Supplier Exchange to significantly reduce their CO2 by 2012. emissions used our Supplier Exchange to develop a Food Supplier Environmental Sustainability Framework and measurements along with plans for clothing suppliers to install more energy efficient lighting, insulation and temperature controls, Maintaining our commitment to procure 100% 'green' electricity by 2012 and improve the percentage of small scale sources we use 40% of our electricity is now sourced from 'green' tariff renewable supplies, trialled the BREEAM 'In Use' assessment as we believe it will be more useful in helping us to improve environmental performance. We are working with BRE to improve its application before we develop an implementation plan</p>			
TESCO SELECTIV E CODE	DEVELOPING & MONITORING KPIS (NEW Phase 3)	CONSIDERING & ADAPTING BEHAVIOUR (ADDITIONAL)	PRODUCING FOOD (NEW Phase 3)	COLLABORATING (NEW Phase 3)
Discussion Code	DMKPIs	C&AB	PF	COL

Process Codes	agreeing and monitoring CR KPIs,	reviewing relevant policies and practices, identifying opportunities to improve the sustainability of the business, agreeing and monitoring sustainability ambitions, planning for wider sustainability and longer-term resilience, adapting shipping procedures and sourcing of raw materials,	Using 100% sustainable palm oil in products by 2015, reviewing fish sourcing policies, ensuring the long-term sustainability of fish stock	engaging with internal and external stakeholders on CR issues. sharing our CR strategy, performance and reporting, engaging with NGOs to better understand current and emerging issues related to our business. NGOs informing our CR strategy helping us better manage our impacts, discussing issues including climate change, animal welfare, ethical trading and sustainability, contributing to research and surveys, responding to requests for information from NGOs as fully and promptly as we can, asking NGOs to share their findings to help improve performance. Working with WWF, being involved in 'Earth Hour', working with HRH the Prince of Wales on the Prince's Rainforest Project, working with Forum for the Future, identifying priority areas for us to work on with our suppliers to make further progress, engaging with NGOs to better understand current and emerging issues related to our business. NGOs informing our CR strategy helping us better manage our impacts, discussing issues including climate change, , responding to requests for information from NGOs as fully and promptly as we can, asking NGOs to share their findings to help improve performance. Working with WWF, being involved in 'Earth Hour', working with HRH the Prince of Wales on the Prince's Rainforest Project, working with Forum for the Future.
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Table 5:17:2 Retailer Selective and Process codes: ENVIRONMENTAL

<i>a priori</i> code: ECO is...or means		
H&M SELECTIV E CODE	ACCREDITING PRODUCTION PROCESSES (ADDITIONAL)	MONITORING SUPPLY CHAINS
Discussion Code	APP	MSC
Process Codes	eco-labelling to certify that harmful substances have been limited and water pollution reduced across the whole production chain, producing cosmetic products made with organic ingredients and certified by ecocert,	complying with h&m's own chemical restrictions,
M&S SELECTIV E CODE	HELPING CONSUMERS (NEW PHASE 3)	
Discussion Code	HCons	
Process Codes	helping customers to develop their own Plan A eco-plans,	
TESCO SELECTIV E CODE	HAVING SOCIAL CONSCIENCE	
Discussion Code	HSC	
Process Codes	biodiversity and water depletion impacting supply chains and local populations	

Table 5:17:3 Retailer Selective and Process codes: Eco

<i>a priori</i> code: CARBON FOOTPRINT <i>is...or means</i>					
H&M SELECTIV E CODE	CONSIDERING & ADAPTING BEHAVIOUR				
Discussion Code	C&AB				
Process Codes	Improving energy efficiency, designing carbon dioxide reduction target, promoting improvements in the value chain, working with suppliers to reduce emissions, adopting an holistic approach, setting sights high, monitoring carbon footprint in the supply chain, reducing carbon dioxide emissions relative to sales,				
M&S SELECTIV E CODE	CONSIDERING & ADAPTING BEHAVIOUR	HELPING CONSUMERS (NEW Phase 3)	HELPING EMPLOYEES (NEW Phase 3)	COLLABORATING (NEW Phase 3)	COMMUNICATION (NEW Phase 3)
Discussion Code	C&AB	HCons	HEmp	COL	COM
Process Codes	improving our energy efficiency by 35%, launching projects which provide a 'step change' in reducing carbon emissions across key M&S Food product ranges, using the most environmentally efficient forms of packaging systems throughout the supply chain to help reduce the overall carbon footprint of packaging and products, send no operational and construction waste to landfill, reducing operational waste by 25% and construction waste by 50%. reducing store unsold Food waste and General Merchandise transit packaging waste	helping our customers and employees reduce their carbon footprints, improving recycling facilities, supporting the introduction of the Recycle Bank reward system in the UK establishing Local Authority Recycling Partnership with Somerset	engaging employees in Plan A, giving all M&S employees a free energy monitor to help them understand their energy use and reduce the carbon footprint of their homes, Offering free home insulation to eligible M&S employees to help reduce the carbon footprint of their homes.	working with our suppliers to cut emissions in Food and General Merchandise supply chains, working with the Carbon Trust to identify carbon 'hot spots' in the food supply chain and setting targets to reduce CO2, supporting the work of the Carbon Trust to develop a carbon labelling scheme for consumers, launching campaigns with the WWF and National Federation of Women's Institutes (in 2008) – to help customers and employees understand their carbon footprint and how to reduce it, conducting a climate change risk assessment across all key parts of the M&S supply chain and where required, develop mitigation, resilience and adaptation plans our suppliers cut their carbon footprint, establishing Local Authority Recycling Partnership with Somerse	promoting PAS 2050 to suppliers as preferred method for calculating product carbon footprints Report on the carbon footprint of our waste and achieve a position of at least carbon neutral disposal
TESCO SELECTIV E CODE	CONSIDERING & ADAPTING BEHAVIOUR		COLLABORATING (NEW Phase 3)	HELPING CONSUMERS (NEW Phase 3)	
Discussion Code	C&AB		COL	HCons	
Process Codes	cutting emissions in production and supply chain, identifying footprint boundary and emissions factors, calculating emissions from previous years, assessing performance from year to year on a like-for-like basis, recognising that 2050 target of a zero-carbon business will require reduction of absolute emissions, planning to achieve zero-carbon ambition by generating electricity and heat/cooling from renewable sources,		using the independent Carbon Disclosure Project and online report to report standards and achievements, being commended by the Carbon Disclosure Leadership Index for carbon management and reporting, working with the Carbon Trust and other	tackling climate change through supporting customer actions, unleashing customer potential seeking to create a low carbon society, making the green option exciting, understandable, easy and affordable for the customer. directing a consumer-driven revolution in low-carbon consumption, helping customers to reduce their carbon footprint,	

	recognising that distribution accounts for around 16% of carbon footprint, committing to halving the distribution emissions of each case of goods delivered by 2012, opening the world's first operationally zero-carbon supermarket, reducing absolute emissions in the UK by 2.0%	stakeholders to help develop an innovative universal carbon footprint label that describes the emissions associated with the product.	providing clear information to help customers to understand the impact of their purchases and behaviour
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Table 5:17:4 Retailer Selective and Process codes: Carbon Footprint

<i>a priori</i> code: FAIRTRADE <i>is...or means</i>				
H&M SELECTIV E CODE	ACCREDITING PRODUCTION PROCESSES (ADDITIONAL)			
Discussion Code	APP			
Process Codes	Certifying product origin			
M&S SELECTIV E CODE	INCREASING PRODUCT OFFERING (NEW Phase 3)	SAFEGUARDING PRODUCERS	BEING COTTON (NEW Phase 3)	INVESTING IN THE FUTURE (NEW Phase 3)
Discussion Code	IPO	SP	BC	InvFut
Process Codes	converting basic cottons to fairtrade supply, developing both our General Merchandise and Food Fairtrade ranges which now includes cut-flowers, continuing to expand ranges of Fairtrade food including converting all our jams/conserves, bagged sugar to Fairtrade and offering more Fairtrade fruit, wine and other products	helping suppliers secure fund to invest in workforces, investing in communities, , promoting fairtrade practice, expanding ranges, converting produce to fairtrade, increasing product offering, driving best practice, helping suppliers to develop sustainable production techniques, helping suppliers to develop improve livelihoods on vulnerable communicates, launching a Supplier Exchange to drive best practices, stimulate innovation and help suppliers,	certifying cotton clothing, 20 million clothing garments including £5 plain t-shirts, women's strappy vests and Oxford shirts to Fairtrade cotton – equal to 10% of all M&S cotton use by 2012, selling 7.9 million Fairtrade certified cotton garments and Home products (2006/07: 0.5 million). estimating that our 2009/10 Fairtrade certified cotton usage was equivalent to around 2,100 tonnes	developing strategy, funding best practice, developing partnerships, investing in the future, developing market share, stimulating innovation, developing more Fairtrade partnerships with employees, communities and suppliers are an investment in future success,
TESCO SELECTIV E CODE	SAFEGUARDING PRODUCERS	BEING COTTON (NEW Phase 3)	COMMUNICATION (NEW Phase 3)	
Discussion Code	SP	BC	COM	
Process Codes	supporting nearly 20,000 farmers across Africa and India, benefitting Fairtrade workers	selling Fairtrade cotton products, producing men's and ladies knitwear in Fairtrade cotton, selling Fairtrade cotton school uniform items,	supporting Fairtrade Fortnight, promoting Fairtrade products using press and radio advertisements, and in-store promotions on produce, chocolate, tea and coffee.	

Table 5:17:5 Retailer Selective and Process codes: Fairtrade

<i>a priori</i> code: GREEN is...or means			
H&M SELECTIV E CODE	ENVIRONMENTALLY BENEFICIAL	COLLABORATING (NEW Phase 3)	CHALLENGING (NEW Phase 3)
Discussion Code	EB	COL	CHALL
Process Codes	striving to have energy efficient operations, using renewable energy, reducing greenhouse gas emissions, being awarded 'Green Initiative of the Year' at the Sustainable Shipping Awards, using shipping carriers that were among the five nominated for 'Sustainable shipping operator of the year', setting greenhouse gas emissions targets in our supply chain	working with different stakeholders, such as the ERRT and its members, the World Resources Institute (WRI) and Carbon Disclosure Project (CDP), to find a consensus on how to define and measure,	being difficult to monitor progress against green targets due to the lack of a solid framework defining what qualifies as renewable energy use in voluntary greenhouse gas accounting and reporting by companies, aiming to increase energy efficiency and reduce carbon intensity while learning how to develop the initiative on a larger scale,
M&S SELECTIV E CODE	ENVIRONMENTALLY BENEFICIAL	PRODUCING FOOD (NEW Phase 3)	
Discussion Code	EB	PF	
Process Codes	having 'Green' travel policy but business travel emissions continue to rise, introducing a 'green' company car policy we aim to continue to reduce CO2, relating to greenhouse gases produced by human activity, addressing a global problem, achieving reduction in refrigeration emissions, introducing less harmful HFC gases CO2 based systems, improving energy efficiency, rolling out the lessons learned at our five Energy Efficiency Stores, protecting and preserving the world's natural rainforests, maintaining our commitment to procure 100% 'green' electricity by 2012, sourcing from 'green' tariff renewable supplies, increasing the number of small scale energy projects over a range of technologies, opening 'green' concept stores, supporting the development of 'green' factories with suppliers, using guidelines and calculating the resultant carbon emissions from our waste show the percentage of our total expenditure on 'greener' alternatives for stationery and other consumable items	providing a premium for sustainable palm oil producers', certifying GreenPalm, committed to source palm oil, soy, cocoa, beef, leather and coffee from sources that don't contribute to deforestation, trialling a set of environmental indicators with selected dairy, lamb, chicken and produce farmers, planning to update sector specific M&S Farming for the Future Codes of Practice on required actions and measurements to reduce greenhouse gas emissions, waste and water consumption and improve biodiversity and soil quality	
TESCO SELECTIV E CODE	ENVIRONMENTALLY BENEFICIAL	HELPING CONSUMERS (NEW Phase 3)	HAVING SOCIAL CONSCIENCE (ADDITIONAL)
Discussion Code	EB	HCons	HSC
Process Codes	cutting emissions in the products in supply chain, making the green option exciting, building environmental stores in every country in which we operate retail outlets, testing new technologies and designs to save energy and reduce greenhouse gas emissions, incorporating innovative technologies in our standard stores.	making the green option understandable, making the green option easy, making the green option affordable.	unleashing potential is to create a positive vision of the low-carbon society, seeking to create a low-carbon society, building environmental stores in every country in which we operate retail outlets

Table 5:17:6 Retailer Selective and Process codes: Green

a priori code: RECYCLED IS...or means					
H&M SELECTIVE CODE	ENVIRONMENTALLY BENEFICIAL	HELPING EMPLOYEES (NEW Phase 3)	CONSIDERING PACKAGING (NEW Phase 3)	RE-USING	
Discussion Code	EB	HEmps	CPack	R-U	
Process Codes	improving life cycle management for our IT platform, committing to reduce, reuse and recycle, minimising waste impacts, aiming for zero waste to landfill, using material from certified sources, recycling waste from store construction, trialling new methods to make the construction of new and refurbished stores leaner and more efficient, establishing higher recycling rates of old materials, use, aiming to minimise all waste types that are generated in stores and distribution centres, using the recycling facilities offered by shopping centres or landlords and others have separate waste contracts, returning waste to distribution centres, use, aiming to minimise all waste types that are generated in stores and distribution centres, using the recycling facilities offered by shopping centres or landlords and others have separate waste contracts, returning waste to distribution centres, developing more efficient use of building materials and less scrap waste, less waste and less use of natural resources	providing packing guidelines to advise employees in-store, producing Waste and Recycling Guide, as part of H&M 'Store Book', providing direction on how to handle hazardous waste, such as fluorescent tube lights, batteries, electronic equipment, glues and other chemicals, recycling of hangers,	keeping packaging to a minimum without compromising its function, choosing standard packaging shapes to minimise waste in production, designing packaging to optimise space-use making it more efficient to transport, making packaging easy to separate, reducing the demand for virgin oil by using recycled PE, increasing the demand for recycled plastic waste,	making consumer bags from recycled materials, supporting the recycling economy, using single materials and avoiding mixing materials to improve recyclability, selling accessories made out of recycled tetrapacs,	
H&M SELECTIVE CODE	RELATED TO CLOTHING (NEW Phase 3)	BEING FASHIONABLE	BEING PROGRESSIVE (ADDITIONAL)	DISCLOSURE (NEW Phase 3)	CHALLENGING (NEW Phase 3)
Discussion Code		BF	BP	DIS	CHALL
Process Codes	investing in recycled materials, recycled polyester made from PET bottles, representing 5 percent of total of garments produced from environmentally adapted materials, 1,600 tonnes of recycled materials used to create new garments, using recycled wool and cotton textile remnants, transforming cut remnants from the production of 2010 collection designed by the French fashion house Lanvin into a new, the Waste Collection, scaling-up our use of recycled fabrics, minimising unnecessary plastic, using more and more recycled materials for garments	offering a fashion collection made from recycled materials, demonstrating how recycled materials can be used to make fashionable garments that meet our customer demand,	driving innovation to bring many more opportunities for recycling, making perfect business sense, being part of our long-term strategy,	disclosing the total amount of recycled materials used	being a challenge
M&S SELECTIVE CODE	RE-USING	ENVIRONMENTALLY BENEFICIAL	CONSIDERING PACKAGING (NEW Phase 3)	HELPING CONSUMERS (NEW Phase 3)	
Discussion Code	R-U	EB	CPack	HCons	

Process Codes	Collecting 133 million clothes hangers in-store and reusing 76% with the remainder being recycled, recycling 89% of our construction waste, up from 65% in 2006/07. reducing non-glass packaging per item on General Merchandise by 36% and Food by 20%, using more sustainable materials such as recycled PET plastic in Food To Go packaging and recycled HDPE plastics in milk bottles, Increasing the amount of recycled materials used in the construction and 'fit-out' of our stores, improving use of recycled and recyclable materials in consumable items used in our stores and offices, developing 'closed-loop' arrangements to buy the recycled products made from polythene, clothes hangers and some cardboard, making carrier bags out of recycled polythene, recycled material which accounted for 92% of all the polythene used to make the bags	reducing the amount of waste sent to landfill by over 20,000 tonnes a year, reducing food waste by 29% compared to 2006/07, using waste for energy recovery processing. having 'zero waste to landfill' stores, ,	packaging is made recycled material, being 'Forest Stewardship Council certified', 'recycled' or from sources 'that otherwise protect forests and communities'	improving the availability of recycling facilities, launching a number of Recycling Partnerships with local authorities, making a commitment to recycling,	
M&S SELECTIVE CODE	RELATED TO CLOTHING (NEW Phase 3)	RELATED TO HOUSEHOLD PRODUCTS (NEW Phase 3)	ACCREDITING PRODUCTION PROCESSES (ADDITIONAL)	SORTING WASTE (NEW Phase 3)	
Discussion Code		RHP			
Process Codes	launched clothing care labels made from recycled PET plastic, increased the number of clothing hangers collected to 133 million with 76% being reused and the remainder recycled back into new hangers, making ranges of men's, women's and children's polyester fleeces from recycled plastic,	Launching a range of bin bags made from recycled polythene, including recycled paper products in homecare range, using over 1,100 tonnes of recycled polyester in General Merchandise products, equivalent to over 27 million two litre plastic bottles	improving sourcing of wood materials so that 72% (including 100% of the paper and board used in marketing materials) are 'Forest Stewardship Council certified', 'recycled', or from sources 'that otherwise protect forests and communities'	using General Merchandise and Food warehouses across the UK to collect segregated materials from our stores before sending them for recycling,	
TESCO SELECTIVE CODE	ACCREDITING PRODUCTION PROCESSES (ADDITIONAL)	CONSIDERING PACKAGING (NEW Phase 3)	RE-USING	RELATED TO HOUSEHOLD PRODUCTS (NEW Phase 3)	HELPING CONSUMERS (NEW Phase 3)
Discussion Code		CPack	R-U	RHP	HCons
Process Codes	purchasing timber and timber products only from legal, sustainable sources. having certified by the Forest Stewardship Council (FSC) our own-brand toilet tissue, facial tissue and kitchen towels as coming either from mixed sources (containing at least 50% FSC material) or recycled material. printing on 100% recycled paper with FSC certification	reducing emissions embedded in the product, measuring global packaging, such as recycled content, optimal packaging weight and carbon emissions throughout the supply chain.	turning recycled carrier bags into refuse bags, recycling cardboard boxes to make new ones, printing on 100% recycled paper, increasing percentage of store waste recycled, using recycled plastic (e.g. used bottles) to make polyester, rather than using oil	Manufacturing bin liners from recycled plastic for a lower carbon footprint per litre, producing recycled toilet paper for a footprint a third lower than the standard product, reducing aerosol deodorants which have higher carbon footprints than roll-ons,	Helping customers around the world want to recycle, providing customer recycling facilities in all our markets except China and Turkey, where we hope to introduce store recycling in the coming year. Collecting nearly 250 tonnes of material. rolling out automated TOMRA recycling machines, piloting ten smaller versions, each about the size of a cashpoint machine, which help customers recycle more at our Express and Metro stores. automated recycling machines outside our stores.

Table 5:17:7 Retailer Selective and Process codes: Recycle

a priori code: ORGANIC is...or means							
H&M SELECTIV E CODE	BEING FASHIONABLE (ADDITIONAL)	BEING COTTON (NEW Phase 3)	BEING LINEN (NEW Phase 3)	BEING SUSTAINABLE	COLLABORATING (NEW Phase 3)	ENVIRONMENTALLY BENEFICIAL	ACCREDITING PRODUCTION PROCESSES (ADDITIONAL)
Discussion Code	BP	BC	BL	BS	COL	EB	APP
Process Codes	growing customer demand, offering a full fashion collection made from organic materials such as organic cotton, investing in such materials and demonstrating how they can be used to make fashionable garments that meet customers' demands, offering both 100 percent organic cotton clothes and blended organic garments containing a mix of organic and conventional cotton	using more organic cotton in products, being one of the largest users of organic cotton in the world, increasing use of independently certified organic cotton, growing in Turkey, India and China, being involved with the BCI since its inception in 2004,	offering a full fashion collection made from organic materials organic linen, Using organic linen that is independently certified according to the GOTS standard, possessing full transaction certification (TC), growing without the use of any chemical fertilisers or pesticides, reducing water use, increasing profitability for farmers, focussing on key water quality measures and chemical pollution levels,	working with BCI aims to make all cotton more sustainable, setting targets to increase organic cotton use by at least 50 percent every year until 2013, being realistic - cannot sustain growth in the use of organic cotton at the rates witnessed in recent years, recognising that business growth has outstripped the growth in supply of organic cotton,	collaborating with multi-stakeholder initiative that includes NGOs like WWF, collaborating with other clothing companies, collaborating with cotton producer groups, collaborating with trade and industry bodies	Being committed to expanding organic agriculture with a specific focus on increasing the production and use of organically grown fibres such as cotton Organic linen, linen being grown without the use of hazardous chemicals.	ensuring that organic cotton is independently certified by accredited certification bodies (Control Union and IMO), ensuring that all factories handling organic cotton products are certified according to the relevant standards, verifying the content of the organic fibre used in all clothing divisions, labelling to help our customers to make an informed choice, being is a member of Textile Exchange (formerly Organic Exchange,
M&S SELECTIV E CODE	PRODUCING FOOD (NEW Phase 3)	BEING COTTON (NEW Phase 3)	INCREASING REVENUE (NEW Phase 3)	BEING SUSTAINABLE		ACCREDITING PRODUCTION PROCESSES (ADDITIONAL)	
Discussion Code	PF	(NEW Phase 3)	IncRev	BS		APP	
Process Codes	declining sales of organic food due to economic climate, increasing sales of organic food in the UK and Republic of Ireland by 2012, offering a range of organic food to our customers.	supporting the 'Better Cotton Initiative', helping to fund a 'best practice', developing programmes for cotton production,	increasing sales of organic food in the UK and Republic of Ireland by 2012.	developing a Sustainability Strategy covering Fairtrade, organic, 'Better Cotton Initiative', recycling fibres, considering other more sustainable forms of cotton production		promoting the use of Fairtrade, organic, recycled and more sustainable forms, of cotton such as the 'Better Cotton Initiative' and 'Better Management Practices' production.	
TESCO SELECTIV E CODE	PRODUCING FOOD (NEW Phase 3)						
Discussion Code	PF						
Process Codes	offering choice to meet the diverse requirements of our customers, from Finest to Organic, offering Freedom Food alternatives,						

Table 5:17:8 Retailer Selective and Process codes: Organic

a priori code: SUSTAINABLE is...or means						
H&M SELECTIV E CODE	COLLABORATING (NEW Phase 3)		CONSIDERING & ADAPTING BEHAVIOUR	INVESTING IN THE FUTURE (NEW Phase 3)		COMMUNICATION (NEW Phase 3)
Discussion Code	COL		C&AB	InvFut		COMM
Process Codes	being members of the SUSTAINABLE APPAREL COALITION (SAC), collaborating to improve the environmental and social impacts of apparel and footwear products, being a member of BUSINESS FOR SOCIAL RESPONSIBILITY (BSR), contributing to the development of sustainable business strategies and solutions through consulting, research, and cross-sector collaboration, eporting annually on activities and progress on sustainability programmes, using the GRI Sustainability Reporting Guidelines and the pilot Apparel and Footwear Sector Supplement to inform sustainability reporting, being involved in multi-stakeholder initiatives like the Fair Labor Association, working closely with our suppliers to develop sustainable social and environmental standards in the factories that manufacture H&M's products, joining forces with other buyers, collaborating with industry peers can help to increase the level of influence we have on a particular issue where working alone we would have less influence. We see sharing best practice and developing ways to jointly tackle common challenges key making the whole industry more sustainable. finding together solutions to workers' issues to ensure a sustainable labour market, supporting capacity building, workshops and training with suppliers,		making sustainability the responsibility of all departments, working hard to be sustainable in all business practices, being driven by strong values, aiming for sustainability to play a role in every decision made, improving production processes and choice of materials, reviewing the company's goals and strategies to reduce the company's climate impact, basing business decisions on careful consideration to ensure solutions that are sustainable in the long term, being a good global citizen, acting responsibly in business, contributing to positive change along entire value chain participating in a business in which sustainability is a natural and fully integrated part of everything done, initiating actions and setting goals in order to fulfil commitments, managing sustainability as a shared responsibility, having a CSR support department that sets overall targets, defines strategies and guides other departments within H&M, analysing departmental impact on sustainability,	making a positive contribution to a more sustainable future, financing growth with an emphasis on quality, sustainability and continued high profitability, keeping and attracting skilled, creative and devoted colleagues around the world, staying at the forefront of sustainable business practices, reporting being a constituent of the Dow Jones Sustainability Index Nordic; ECPI Ethical Index Euro; ECPI Ethical Index Global; and the OMX GES Sustainability Nordic Index, aiming to run business operations in a way that is economically, socially and environmentally sustainable, providing competitive advantages. fulfilling the needs of both present and future generations, associating social and environmental improvements with profit, supporting those in our value chain to become better at what they do to make their business more sustainable and H&M supply more stable and efficient		entering mutual dialogue with various stakeholders such as customers, employees, suppliers, local and international NGOs and Unions, authorities, shareholders, giving the sustainability programme a name, H&M Conscious to make it easier to engage with our customers, committing to open and honest disclosure, eliciting feedback from stakeholders, recognising that many of our stakeholders expect our reporting to be independently assured, improving reporting, assuring defining strategic commitments on sustainability, allowing commitments to guide efforts to make business and products economically, environmentally and socially more sustainable, emphasising and clarifying efforts internally and externally, through branding - H&M Conscious, discussing sustainability issues in a decision-making forum called the Green Room, aiming towards suppliers and their employees able to take full ownership of their sustainability issues, transferring knowledge and experience to suppliers and factories
H&M SELECTIV E CODE	ADDING VALUE (NEW Phase 3)	CAUSING NO HARM	HELPING CONSUMERS (NEW Phase 3)	DEVELOPING & MONITORING KPIS (NEW Phase 3)	BEING FASHIONABLE (ADDITIONAL)	CHALLENGING (NEW Phase 3)
Discussion Code	AV	CNH	HCons	DMKPIs	BP	CHAL
Process Codes	adding sustainability value to our products, adding value and credibility to sustainability work and reporting, offering our customers the best price with added value	striving to use resources as efficiently as possible, minimising waste, adopting new technologies and methods, working preventatively to minimise our environmental footprint, taking into account the entire life cycle of products, connecting business to: People, Planet and Profit, following a product life cycle approach in	striving to improve customer offering, offering our customers conscious products, , bringing customers along with us on this journey, making customers more aware of all the work	measuring suppliers' level of compliance with Codes of Conduct, implementing an audit programme, having presence at supplier factories, providing strong support for the development of suppliers, getting a comprehensive picture of how well suppliers	offering conscious customers a sustainable choice in fashion, offering a selection of more sustainable fashion choices, launching the	Remaining at the forefront of sustainability in the fashion industry is a challenge, recognising that tackling complex structural issues that underlie much of our supply chain requires an industry-wide response, taking an active role in public policy, working further towards collaborative actions, building

		sustainability work, taking into account that H&Ms influence is stronger closer to own operations, working hard to minimise impact, employing over 90 employees in CSR roles, Improving the environmental and social sustainability of our supply chain, producing more sustainably, making a difference to hundreds of thousands of people working in the supply chain and to the environment and communities, working hard to make a difference, improving conditions and creating a leaner supply chain, treating employees and business partners in a fair way, supporting projects in the communities in which H&M and our supply chain operate, working to address the most relevant issues locally and contribute to positive and sustainable change in communities touched by operations.	being done to be more sustainable, taking our responsibility seriously, inspiring customers to adapt their own behaviour too; for example, by lowering the temperature at which they wash their clothes, increasing customer appreciation of efforts to offer more sustainable products,	comply with social and environmental requirements. making decisions from a position of knowledge, supporting suppliers in achieving long-term improvements, taking the right purchasing decisions, transferring company values to suppliers when representing H&M during the audit and the remediation process, improving suppliers capability to identify and address their own weaknesses, developing our own knowledge within H&M, understanding the root cause of non-compliance and working on remediation plans in conjunction with suppliers, , adopting guidelines for diversity and equality, based on the International Labour Organization convention (C111 Discrimination),	Conscious Collection, looking at the Sustainability of products across their entire life cycle, aiming both to be carbon neutral and to produce zero waste	bridges that lead to lasting improvements,
M&S SELECTIV E CODE	CONSIDERING & ADAPTING BEHAVIOUR		INVESTING IN THE FUTURE (NEW Phase 3)	COLLABORATING (NEW Phase 3)	HAVING SOCIAL CONSCIENCE (ADDITIONAL)	
Discussion Code	C&AB		InvFut	COL	HSC	
Process Codes	developing commitments on sustainable sourcing increasing sustainably sourced wood to over 70% and sustainable fish to over 60%, developing a useful and practical set of measurements for sustainable farming has been difficult, planning for clothing suppliers to install more energy efficient lighting, insulation and temperature control, engaging our producers of fresh meat, dairy, produce and flowers in the M&S Sustainable Agriculture Programme, ensuring that our key raw materials come from the most sustainable sources available to us. using natural resources as efficiently as possible in our operations and extend our existing sustainable sourcing programmes to cover farmed fish, cocoa, beef, leather and coffee. respecting the rainforests, taking positive action to reduce our use of non- sustainable palm oil and consequently help protect and preserve the world's natural rainforests. conducting trials and move towards the use of 50% bio-diesel in our lorries as sustainable sources become available by 2012, suspended the use of crop-derived bio-diesel until sustainable supplies of raw materials become available, increasing the amount of packaging made from more sustainable raw materials such as recycled materials and Forest Stewardship Council wood pulp, tackling sustainability issues in a more integrated way, extending health benefits across more of our products, investigating the use of more sustainable fuels such as electric and diesel hybrids resulting best practices will be applied to all our planning permission for two Sustainable Learning Stores to be built in Ecclesall Road (Sheffield) and Cheshire Oaks (Ellesmere Port). Launching a Supplier Exchange to drive best practices, stimulate innovation and help suppliers secure funds to develop more sustainable production techniques and invest in		compelling business case for improving efficiency by using less energy, reducing packaging and waste, and creating new markets such as M&S Energy,	contributing to DEFRA's Sustainable Clothing Action Plan, Our Cotton Sustainability Strategy promoting the use of Fairtrade, organic, recycled and more sustainable forms of cotton such as the 'Better Cotton Initiative' and 'Better Management Practices' production. launching our first products made with sustainable palm oi members of the Roundtable for Sustainable Palm Oil and Roundtable for Responsible Soy. publishing an M&S Sustainable Construction Manual, developed with building consultants BRE	extending our programmes of sustainable raw material sourcing to help protect rainforests and working with suppliers to pay higher wages at clothing factories in developing countries.	

	their workforces and local communities, opening two new Sustainable Learning Stores each year to support continuous improvement.				
TESCO SELECTIV E CODE	CONSIDERING & ADAPTING BEHAVIOUR	PRODUCING FOOD (NEW Phase 3)	COMMUNICATION (NEW Phase 3)	CONSIDERING PACKAGING (NEW Phase 3)	RESPECTING THE ENVIRONMENT
Discussion Code	C&AB	PF	COMM	CPack	RTE
Process Codes	sourcing of raw materials, shipping, adapting shipping procedures, reviewing relevant policies and practices, identifying opportunities to improve the sustainability of the business, agreeing and monitoring CR KPIs, agreeing and monitoring sustainability ambitions, planning for wider sustainability and longer-term resilience	Using 100% sustainable palm oil in products by 2015, reviewing fish sourcing policies, identifying priority areas for us to work on with our suppliers to make further progress, ensuring the long-term sustainability of fish stocks.	engaging with internal and external stakeholders on CR issues, agreeing and monitoring CR KPIs, sharing our CR strategy, performance and reporting, engaging with NGOs to better understand current and emerging issues related to our business. NGOs informing our CR strategy helping us better manage our impacts, discussing issues including climate change, animal welfare, ethical trading and sustainability, contributing to research and surveys, responding to requests for information from NGOs as fully and promptly as we can, asking NGOs to share their findings to help improve performance. Working with WWF, being involved in 'Earth Hour', working with HRH the Prince of Wales on the Prince's Rainforest Project, working with Forum for the Future.	improving packaging, producing packaging that is fit for purpose, using the lightest weight materials; using materials from the most sustainable sources; maximising opportunities for recycling and recovery; keeping in mind the product and value chain. taking a holistic approach, looking at the product and packaging together through the whole supply chain, saving on glass production, reducing glass bottle weight co-chairing a major project under the umbrella of the Consumer Goods Forum to set industry-wide standards for how packaging sustainability should be measured	pledging to cut emissions, identifying the role consumers can play in tackling climate change, raising awareness of the threat of climate change, increasing emphasis on water and sustainable sourcing, aiming to have the lowest carbon impact, reduces carbon emissions, addressing opportunities for growth whilst respecting environmental limits, accepting that ecosystem risks such as biodiversity and water depletion are likely to increasingly impact supply chains and local populations

Table 5:17:9 Selective and Process codes: Sustainable

<i>a priori code: CONSCIOUS is...or means</i>					
H&M SELECTIV E CODE	BEING FASHIONABLE (ADDITIONAL)	HAVING SOCIAL CONSCIENCE	HELPING CONSUMERS (NEW Phase 3)	CONSIDERING & ADAPTING BEHAVIOUR (ADDITIONAL)	RESPECTING THE ENVIRONMENT (ADDITIONAL)
Discussion Code	BF	HSC	HCons	C&AB	RE
Process Codes	providing fashion for conscious customers,	strengthening communities, being ethical,	providing fashion for conscious customers,	choosing and rewarding responsible partners,	being climate smart, reducing, reusing, recycling, using natural resources responsibly,

Table 5:17:10 Selective and Process codes: Conscious

Appendix 6 Conference Paper : EIRASS 2010

Ethical, eco, organic, green...what does it all mean?

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Abstract

The highly motivated ethical consumer has been under investigation since the mid 1970's, defined as a distinct consumer segment most notably since the early 1990s and been relatively well documented in terms of behaviours, values, decision making, attitudes and motivation. Despite the recent mainstreaming of a broad range of ethical products and a steady increase in media presentation of ethical issues, the perceptions of the mainstream consumer remain relatively under researched.

This paper reports upon the exploratory investigation undertaken to examine the nature of the ethical fashion message presented in popular print media. The aim of this first phase of study was to gain insight into the extent to which, the terms used in the communication of ethical fashion are understood by female consumers who are representative of the wider British public. A qualitative methodology was carried out using a grounded theory approach via the methods of qualitative content analysis, Q Method, word association and focus group discussion. Data sources and data collection methods were selected for their relevance in progressing the development of insights to the sending and receiving of the ethical fashion message.

The findings of this research demonstrate the extent to which the ethical fashion message varies in its delivery. Outcomes suggest that the complexity of the message leads to confusion and poor levels of engagement amongst mainstream consumers. Findings provide evidence that the mainstream consumer does understand the 'ethical language'; the question raised is the extent to which this understanding is transferable to ethical fashion. Further analysis of the nature and source of this confusion may provide a route map for the successful marketing of ethical fashion products.

Key words: Mainstream Consumers, Ethical Fashion, Media Communication, Q Method, Grounded Theory.

Introduction & Theoretical Background

The Co-operative Bank report (2008, p.4) states that from 2006 – 2007 (within the time period of this study) the sales of ethical clothing rose 71% to £89m; the same document reports that as the UK entered an economic downturn, commentators were predicting that consumers would switch their priorities from 'values to value'. Mintel (2009), however, suggests that, 'adverse economic conditions are likely to have only a muted effect on the ethical clothing sector' which is reported to be growing despite being currently only 0.4% of the total clothing market. Mintel (2009) suggests that it is the mainstream consumers' lack of understanding that is the main impediment to ethical clothing breaking through its niche; a suggestion supported by Thomas (2008) and Beard (2008) and an issue that will be the subject of this investigation.

The Co-operative Bank documents illustrate (2007, p.4; 2008, p.3; 2009, p.4) that within the ten-year period of their publication, consumer spending on all ethical goods has increased almost threefold. The reports suggest that a factor supporting this is a general increase in consumer awareness as matters relating to ethical purchasing are reported more widely in the UK's mainstream media; tabloid newspapers and broad sheets give increasingly more column inches to the reporting of ethical and environmental matters. This media exposure is supported by articles presented in weekend colour supplements (Siegle, 2007; Brinton, 2008; Stroud, 2008) tabloid dailies (Davis, 2006; Craik, 2007) fashion magazines such as Red (Pearson, 2008), Marie-Claire (Portas, 2008) and supermarket magazines such as those produced by Tesco and Asda.

Recent reports suggest that the less affluent consumer considers green and ethical issues to be 'very important' and that they are likely to express their concern through purchase decisions when they can (Intel, 2008). The evident mainstreaming and increase in the sales of ethically produced food (Low & Davenport, 2006; Intel, 2006; Doherty & Tranchell, 2007; Intel, 2008) suggests that the mainstream consumer is ethically aware, can be influenced by media presentation of ethical issues and is willing to make purchasing decisions based upon ethical considerations.

Thomas (2008) proposes that the terminology of ethical fashion is perhaps the greatest inhibitor of consumer understanding and the cause of confusion due to its multiple layers of definition and usage. The words used in mainstream fashion communications in relation to 'fashion, ecology, the environment, sustainability and ethics are not fully understood or are used incorrectly' (Thomas, 2008 p.527), a situation that has the potential to undermine the industry's stakeholder drive towards a clear product proposition and growth in the sector (BSI, 2006). Thomas (2008) calls for scholarly appraisal of the language as, for example, a means to support more accurate labelling of garments. In a bid to contribute to the body of knowledge in the area of the communication of ethical fashion, this investigation approaches the problem from the opposite side of the communications continuum; to analyse the meaning that mainstream consumers attach to the words used in the delivery of the ethical fashion message through mainstream print media.

Communicating the Ethical Fashion Message

The Ethical Fashion Stakeholder Workshop (BSI, 2006), was held to establish an initiative to encourage growth in the UK's ethical fashion sector: to discuss industry best practices, common mechanisms for tackling pressing problems and a communal strategy for strengthening the ethical fashion market. An outcome of the workshop attended by senior retail figures, was a list of the perceived 'blockers' and 'enablers' to growth. Amongst the 'blockers' were the following statements: *communication, lack of consumer communication, lack of awareness within the industry, consumer's lack of awareness, lack of consumer demand is driven by lack of education*. It was recognised that 'enablers' were *the media, a clear proposition to consumers, press and media, mainstreaming, media communications, raising public awareness*.

The years 2006 – 2008 are perceived to be the 'watershed phase' when ethical fashion moved in its potential from being a philanthropic niche to becoming the commercial reality that ethical fashion stakeholders hoped for (Beard, 2008, p.452). As reported by the Centre for Sustainable Fashion (2008), media coverage of ethical and environmental issues increased by 80% in 2007. Between 2007 and 2008, a number of fashion magazines published a green or eco special issue (Candy, 2007; Schulman, 2006; Bevan, 2008). In 2007, War on Want and Labour Behind the Label's "Let's Clean Up Fashion" report led to The Guardian newspaper (McVeigh, 2007) reporting on their investigations into manufacturers for the value fashion market with similar stories reported in the tabloid press. With a circulation of circa 1.5 million and, potentially, exposure to twice that many people, between 2006 and 2008 the free newspaper Metro regularly presented articles relating to ethical fashion, for example; Marks & Spencer's "Look Behind the Label" campaign and Plan A, London Fashion Week's "Estethica", Primark worker's conditions and a rising trend in clothes swaps (Metro 2006; 2007; 2008). In the summer of 2008, BBC 1 broadcast Panorama's investigation into the working practices of Primark (Panorama, 2008) while BBC 3's "Blood, Sweat & T Shirts" (Blood, Sweat & T Shirts, 2008) highlighted the realities of off shore production practices to younger audiences. Despite high profile reportage, this does not appear to have translated into mainstream consumer behaviour nor does it appear to have enabled growth in the sector.

During this peak of mainstream media communication, the UK government body DEFRA commissioned an investigation into public understanding of sustainable clothing, the outcome was that levels of awareness and understanding of the sustainability impacts of clothing were low, (Fisher et al, 2009). The report recommended that retailers integrate information on the sustainability implications of clothing acquisition, use and disposal into the retail environment; a proposal that appears to be reinforced by Intel (2009) in their suggestion that 'larger retailers would benefit themselves, and the sector, by promoting greater understanding' of clothing related ethical issues.

Given the findings of Thomas (2008), Beard (2008) and Morgan & Birtwistle (2009) it would appear that the development of consumer understanding is complicated by the use of some terminology and the moderated variables of socio economics.

The Ethical Fashion Consumer

The literature that explores consumer behaviour in relation to ethical fashion has to date emphasised the behaviour of the highly motivated ethical consumer. Research activity has considered consumer ethics in clothing choice (Dickson & Litrell, 1997; Shaw & Duff, 2002; Tomolillo & Shaw, 2004; Shaw et al, 2006), consumer attitudes to ethical practice in garment production (Dickson, 1999; Klein, 2001; Dickson, 2000; Dickson, 2001; Iwanov, McEachern & Jeffrey, 2005) and the profiling of ethical clothing consumers (Dickson, 2005). A new body of literature is emerging that focuses upon the language of ethical fashion and is related to branding practice (Beard, 2008; Thomas, 2008). This recent work emphasises the ethical fashion message, its meaning and consumer understanding of it. Whilst there exists in the literature, a gap regarding mainstream consumption of ethical clothing, the gap in relation to the communication of the ethical fashion message is wider.

Mass Media Communications, Consumers and Meaning

Building upon the work of McCracken (1986; 1987; 1989), Hirschmann & Thompson (1997) report that the findings of their research indicate that the non-advertising components of magazines, television and other forms of mass media e.g. editorial, have more power than advertising to persuade consumers to adopt particular lifestyles. The authors reflect upon a substantial body of literature (Ewan & Ewan, 1982; Miller, 1988; Ogles, 1987; O'Guinn, Faber & Rice, 1985; Schiller, 1989; Hirschmann & Thompson, 1997) and suggest that to ignore the influences of mass media on consumers is to fail to address the significance of the role of the media in shaping the frame of reference by which consumers interpret meaning from the more specific marketing communications effort. The suggestion is that media and marketing communications share a symbiotic relationship; the media providing the potential to enhance consumer understanding of marketing messages and the potential to guide readers in how to be a certain type of consumer. This would appear to be reflected in the recently claimed media influence upon the growth of the ethical foods market (Hiscott, 2008).

This position is tempered by the proposal that consumer understanding of the media is an active process of interpretation and production of perceived meaning rather than passive acceptance of persuasive messages (Fiske & Hartley, 1978; Hall, 1980; Turner, 1992). Hirschmann & Thompson (1997 p.45) propose that according to this perspective, consumers 'bring to their viewing of mass media vehicles a range of unique personal experiences of socially derived knowledge grounded in their occupation, gender, age, social class and ethnicity'. This stance challenges the traditional linear communications model (Shannon & Weaver, 1963; Schramm, 1971) in that when considering success or otherwise in the communication of media or marketing messages, it demands a shift in emphasis from the sender of the message to the receiver of the message and questions whether the meaning of the message is received as intended.

Marketing Communications, Meaning and the Ethical Message

It is argued by a body of researchers (Kotler et al, 1999; Proctor & Kitchen, 2002; Pickton & Broderick, 2005) that unlike the traditional marketing model, the central idea of integrated marketing communications (IMC) is that product related communication does not take place in a vacuum but in a broader cultural context (Finn & Gronroos, 2009). IMC is 'the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent and compelling message about the organisation and its products' (Kotler et al 1999, p.726). However, an extensive literature review (Finn & Gronroos, 2009) confirms that despite an increased awareness of the value and use of media vehicles even the most contemporary IMC practice has a sender centred perspective which is based upon an 'inside-out view'; a view that focuses upon the sender driving integration through the delivery of a consistent message to the consumer, the receiver. In keeping with the general consensus (Morley 1980 a,b; Turner, 1992; Mick & Buhl, 1992; Scott, 1994; Stern, 1996), Finn & Gronroos (2009) argue that it is the consumer (the receiver) not the

sender that performs the integration of marketing messages which further emphasises the view that meaning is created by the *receiver* of the message not the sender – a situation in which the intended message may be lost.

Specialist IMC literature (Schultz & Kitchen, 2000; Kitchen & Schultz, 2001; Proctor & Kitchen, 2002) argues that in order to succeed in the postmodern marketing environment, ethical communications messages particularly must be based upon 'outside-in' approaches, not about what organisations want to say [inside-out] but what consumers need to hear' in order to understand the messages and for communication to take place (Proctor & Kitchen, 2002, p. 152). These authors suggest that there is a need to pay greater attention to the production of communications that are considerate of appropriate cultural contexts (Hall, 1980) and will appeal to the mindsets of potential customers - a concept that would appear to have been managed well by the ethical food industry in its direct connection to mainstream cultural perceptions of health.

This concept of cultural context and 'outside-in' is advocated by leading communications agency "Futerra" who specialise in the communication of corporate responsibility and matters related to sustainability. The agency calls for recognition amongst producers of ethical products and services, that the lexicon of ethical goods is often invisible to the majority of the public. They warn that understanding how the public or mainstream consumers respond to the terminology of sustainability or ethical concern is not simply a test of basic understanding of words. In communicating the ethical message, there is a fundamental need for producers and retailers to get closer to the connotative rather than denotative meanings of the words in use (Futerra, 2007); that is, a need to make sure that the meaning that marketers attach to messages is aligned to the interpretations that consumers are likely to make.

Consumer research outcomes regularly state that a lack of consumer action is blamed on insufficient information (Tallontire et al, 2001; Dickson, 2005; Berry & McEachern, 2006; Shaw et al, 2006; Boston Consulting Group, 2009). In the area of ethical fashion, there may not be a lack of information but, as proposed by Berry & McEachern (2006) and more recently by Thomas (2008), it may be a lack of accessibility and an excess of complexity which has led to poor interpretation, confused meaning and limited consumer understanding; a range of issues that lay at the heart of a broader academic debate regarding the communication of sustainable consumption, (Leal Filho, 2000; Jucker, 2002; Kolandai-Matchett, 2009).

This paper explores the evidence that the ethical fashion message is misunderstood by the mainstream consumer due to its complexity and the nature of its delivery.

Methodology

The range of disciplinary perspectives presented in the academic and industry related literature identify a broad set of interrelated research problems. Consideration of these problems led to a set of research questions that would enable entry to the research and inform the selection of relevant data collection methods.

The first broad questions to consider were, who is the mainstream consumer and how might she be defined? Only when these questions had been answered would it be possible to identify which newspapers and magazines she was likely to read and then, which of the relevant publications presented the ethical fashion message to her during the time period under investigation. Once a range of ethical fashion messages had been located, it would be possible to analyse their nature in order to gain insight into any complexity in their delivery and the extent to which, if at all, the definition of ethical fashion varied. The findings of this textual analysis could facilitate engagement with the mainstream female consumer in order to gain insights to her reaction to the language of ethical fashion; to determine whether or not she is confused by the ethical fashion message and to consider her interpretation of the ethical fashion concept. It became clear that the research questions were conducive to an inductive, sequential approach to data collection and analysis.

Due to the lack of systematic research in this area, the aims of this exploratory investigation were realised through a grounded theory approach which is firmly rooted in the tradition of symbolic interactionism and emphasises a process of theory development and theory building. It is because of the emphasis on theory building that Spiggle (1994) advocates the application of this interpretive stance to the study of consumer behaviour. The following sections outline the methodological sequence of data collection and data analysis and how, in this first iteration of research activity, each stage in the research process informed the next, facilitated the emergence of a set of research tools and enabled ongoing triangulation of emergent data.

Defining the mainstream consumer

In order to gain entry to the research, the body of academic literature that is cited as providing a definition of the ethical consumer was consulted as the means of seeking a profile for the mainstream consumer (Berkowitz & Lutterman, 1968; Anderson & Cunningham, 1972; Webster, 1975; Van Liere & Dunlap, 1981; Roberts, 1995). More recent definitions and constructs were drawn from the work of Dickson, 2005; Loueiro & Lotade, 2005 and Worcester & Dawkins, 2005, as outlined in Table one.

Author / Date	Title / Publication	Construct	Demographic Description	NRS Social Grade
Berkowitz & Lutterman (1968)	The Traditional Socially Responsible Personality, Public Opinion Quarterly, Summer 68, Vol.32, Issues 2, p.169	Social responsibility	Middle class, college level (and above) education, predominantly female	B
Anderson & Cunningham (1972)	The Socially Conscious Consumer, Journal of Marketing, Vol 36 (July 1972) pp.23-31	Socially conscious consumer	'a pre middle age adult of relatively high occupational attainment and socio-economic status'	A B
Webster (1975)	Determining the Characteristics of the Socially Conscious Consumer, Journal of Consumer Research, Vol 2, December 1975	Socially conscious consumer	Most likely female member of the upper-middle class counter-culture. Relatively high household income.	A
Van Liere & Dunlap (1980)	The Social Bases of Environmental Concern: A Review of Hypotheses, Explanations and Empirical Evidence, Public Opinion Quarterly, 44, 181 – 197	Environmental concern	Possibly most likely to be female, younger, well educated and politically liberal	B
Roberts (1995)	Profiling Levels of Socially Responsible Behaviour: A Cluster Analytical approach and its Implications for Marketing, Journal of Marketing Theory & Practice, Fall 95, Vol 3, Issue 4, p.84	Social responsibility	More likely to be female, above average income, College level education, professional occupation, married, home owner	A B
Loueiro & Lotade (2005)	Do fair trade and eco labels in coffee wake up the consumer conscience?, Ecological Economics, 129-138	Consumer conscience	More likely to be older female, higher income, higher levels of education,	A B
Worcester & Dawkins (2005)	Surveying Ethical and Environmental Attitudes, chapter in Ethical Consumer, Sage, London. Eds R Harrison, T Newholm & D Shaw	Characteristics of CSR activists (describe selves as ethical)	Age 35-54, ABC1, college level education	A B C1
Dickson (2005)	Profiling Apparel Label Users, chapter in Ethical Consumer, Sage, London. Eds R Harrison, T Newholm & D Shaw	Ethical consumer behaviour related to the exploitation of workers in the apparel industry	Age 41-60, female, unmarried, college level education, average income.	B C1

Table 1: Defining the Ethical Consumer

Using UK National Readership Survey (NRS) social grades, Mosaic and Acorn consumer profiles as the benchmark, a gap analysis technique was used to identify 'who' the typical ethical consumer is and is not. The highly motivated consumer is typically defined as having an A or B NRS profile. Through in-depth consideration of the academic and technical literature, the profile of the

mainstream female consumer, and the sampling frame for the exploratory work, emerged as being aged 22-44 in the socio-economic group BC1

In keeping with the concept of theoretical sampling, this profile was used to inform the second stage of the research process in order to locate ethical fashion messages that were presented to the defined group during the period 2006-2008.

Locating the ethical fashion message

The media based literature to be content analysed was purposively selected for the research. As illustrated in Table two, the top four fashion magazines and tabloid newspapers i.e. those with the highest readership figures that target and are read by women with the sample profile were identified. In addition to the top four tabloid newspapers, it was considered appropriate to include in the sample the related Sunday newspapers and the most popular free newspaper in order to facilitate maximum access to any relevant articles that may have been read by females described in the sampling frame.

A newspaper database search of the sample titles published between 2006 and 2008 was conducted. Articles that were selected for the purpose of the research were those that made direct reference to ethical issues in relation to fashion in the title or content of the piece. Twenty-one articles related to ethical fashion were purposively selected from a representative sample of media texts. Table three lists the final sample. These articles were deemed to have the richest level of content with regard to the range of terms used to define ethical fashion. Those from The Metro were sourced via the newspaper's own website but selected only if they had appeared in print. A desk-based search of the fashion magazines was conducted. Vogue magazine was omitted from the final sample due to the fact that Marie-Claire, which is very close to Vogue in readership figures, had published a special Eco-Edition which proved to be a richer source of data for the purpose of the research.

Newspapers / Women's Magazine	% of Total Circulation	Readership Estimated % ABC1 Adults	Readership Estimated % Women
Top 4 Daily Newspapers			
The Sun			
Daily Mail	16.0	10.9	13.9
Daily Mirror/Record	10.3	12.1	10.6
Daily Mirror	9.6	7.0	8.5
	7.3	5.3	6.4
Related Sunday Newspapers			
News of the World	15.9	11.4	15.0
The Mail on Sunday	11.4	13.5	11.4

Women's Monthly Periodicals(Top 4 fashion magazines)

Cosmopolitan			
Glamour/Vogue			
Marie-Claire			
	3.4	4.2	5.9
	2.5	3.1	4.6
	2.5	3.2	4.2
	2.3	2.9	4.1

Top Free Newspaper			
The Metro	6.8	7.8	5.7

Table 2: Summary of NRS Readership Estimates Newspapers & Women's Magazines 2008

Media	Title	Edition	Article Title
Newspaper	The Daily Mail	18 May 2006	'Ali's trendy Edun line may be just too green for America' by Liz Todd
Newspaper	The Daily Mail	5 June 2006	'Eco Chic' By Shoshna Goldberg
Newspaper	The Daily Mail	13 November 2006	'Guilt-free fashion?' by Andrea Thompson
Newspaper	The Daily Mail	7 September 2007	'Bamboo bras and he 30 other 'must haves' for the environmentally friendly fashion victim' Author unknown
Newspaper	The Mail on Sunday	22 April 2007	'Moral Fibres' by Josh Sims
Newspaper	The Mail on Sunday	22 April 2007	'The dirty truth about Dave's green trainers' By Simon Parry
Newspaper	The Sun	11 September 2006	'Is Green the New Black?' by Erica Davies
Newspaper	The Sun	17 October 2006	'Sun Spot' Author Unknown
Newspaper	The Sun	12 March 2007	'Crikey' by Neil Syson
Newspaper	The Sun	28 April 2007	'Eco bag 'con' by Kathryn Lister
Newspaper	The Sun	07 July 2008	'Are You the Eco Chic-est?' by Toni Jones
Newspaper	The News of the World	22 June 2008	'Penneys from hell' by Dan McDougall & Emma McMenamy
Newspaper	The News of the World	12 June 2008	'If it's Green, its here' by Caroline Morahan
Newspaper	The Mirror	23 June 2008	'Is ethical shopping a luxury we can afford?; exclusive Primark caught using child labour' by Damien Fletcher
Newspaper	Metro	6 February 2007	'Good causes sweep NY fashion week' Author unknown
Newspaper	Metro	5 December 2008	'Primark Workers 'earn 7p an hour' Author unknown
Fashion Magazine	Cosmopolitan	April 2008	'BBC launch eco-fabulous fashion mag' by Bridget March
Fashion Magazine	Glamour	April 2008	'Green Goddess' Author unknown
Fashion Magazine	Marie Claire	June 2008 (Eco Edition)	'The Shops' pages Authors unknown
Fashion Magazine	Marie Claire	June 2008 (Eco Edition)	'Mary Queen of Green' by Mary Portas
Fashion Magazine	Marie Claire	June 2008 (Eco Edition)	'Fashion Challenge' by E Sibbles, H Pool, J Dyson

Table 3: Final Sample of Newspapers, Magazines and Relevant Articles

The sampling of relevant media articles enabled entry to the next stage in the research process. Each article would be analysed in order to determine the nature and language of the ethical fashion message presented to the mainstream consumer during the peak in media communication.

Describing the ethical fashion message

The sample articles were subjected to a process of qualitative content analysis. The value of this method to this exploratory study is its close affinity with the theoretical perspectives of symbolic interactionism; its focus upon the search for meaning, the situations in which meaning emerges and the importance of interaction for the communications process (Altheide, 1996).

Content analysis was conducted within a framework of grounded theory coding informed by Charmaz (2004) and Glaser (1998) and recorded using NVivo 8 (QRS, 2008). A thorough analysis of the ethical fashion message delivered through the sample was made possible via the process of *initial coding* followed by *focused coding* and finally *theoretical coding*. This particular approach to the coding exercise was implemented in order to facilitate maximum capture of diversity in the communication of ethical fashion.

Initial coding required that each article was analysed sentence by sentence in order to break the data into its component parts. Through this process, each sentence was closely considered and constantly compared to others in order to determine the tacit assumptions embedded within it. This enabled the categorisation of the sentence in terms of its meaning in relation to a definition of ethical fashion. Initial codes can be read as *ethical fashion is...* or *ethical fashion is related to*. Outcomes varied widely with some sentences imbued with multiple meanings and so located within a number of codes. At the point of saturation, the initial codes were reviewed and the most significant codes, shown in Appendix one, progressed to second level coding.

Focused coding explains the initial codes and leads to a further categorisation of data which serves to make the implicit, explicit through the emergence of meaning. This second level coding was used to move beyond the definitions of ethical fashion towards an interpretation of the implied meaning of ethical fashion that was embedded within each segment of data. Focused codes, also shown in Appendix one, can be read as *ethical fashion is...* or *ethical fashion means*.

Upon completion of initial and focused coding, the initial code with the greatest number of focused codes (ethical fashion) was taken to the stage of theoretical coding. The purpose of theoretical coding is to specify possible relationships between focused codes and lend form to the meaning expressed through them. Glaser's (1998) concept of the coding family "representation" was applied in the review of the focused codes to guide the emergence of preliminary hypotheses regarding the meaning of ethical fashion. Theoretical codes can be read as *this group of codes represent*. This final stage in the coding process enabled the development of insight regarding the complexity of the ethical fashion message, how the nuances of meaning overlap, how this overlap may give rise to confusion in the communications process and how this may limit consumer interaction.

Given that it was the interpretations made by the mainstream consumer rather than the interpretations made by the researcher that was fundamental to achieving the aims of this exploration, consideration had to be given to how to use the findings of the content analysis as a tool in the process of seeking the interpretations of research participants.

Further engagement with the methodological literature led the researcher to Q Methodology. Q Method could be employed to reconcile the researchers interpretation of meaning with the participants' situated meaning and ensure reflexivity and consideration of bias in the research process. The process of theoretical coding enabled the researcher to revisit the initial codes to

Initial Code	Focused Codes	Theoretical Codes	Q Statement
Ethical Fashion	Challenging Behaving morally Managing reputation Committing Being complex	Complexity	Buying a £7 dress means the same as buying a battery farmed chicken If T Shirt has an organic label, this means that the printing ink or dye is also ecologically safe "Ethical" means eco, organic, fair and sustainable
	Compromising Being anti fast fashion Being undesirable Being unfashionable	Compromise	"Sustainable clothing" means compromising on style Being an ethically conscious fashion consumer means that I'm happy to compromise on style
	Confusing Proving difficult for retailers Committing Being undesirable Being unfashionable Relating to animal rights	Confusion	"Ethical clothing" means that it is 100% ethically produced Green means the same as eco friendly and organic In fashion and clothing, the word "organic" is only be used in relation to cotton "Eco-Clothes" means the same as "Ethical Clothes" "Ethical fashion" is all about organic cotton and eco denim "Ethical" just means organic The word "Ethical" in fashion is people related "Sustainable" means the same as 'green'
	Being desirable A growing area in fashion Providing a retailer opportunity Being unaffordable Being undesirable Being unfashionable Being a luxury Expressing own principles Being not just a 'fad' Being stylish	Desirability	"Ethical fashion" means rather unappealing clothes Being an ethically conscious fashion consumer means that I'm happy to compromise on style "Ethical clothing" means that it is 100% ethically produced "Ethical fashion" means that manufacturing companies overseas are treated fairly "Look behind the label" means that I can ask where clothes have been produced and if the workers have been paid fairly Being an ethically conscious fashion consumer means that I understand the impact of what I buy
	Being organic Recycling Using natural materials Considering of carbon footprint Producing chemical free products Being eco friendly Being concerned about the environmental Sustaining the environment Being green	Environment	"Organic clothes" means that they are made from cotton grown without chemicals or pesticides "Organic clothes" means that they are made from cotton grown without chemicals or pesticides and dyes using natural and environmentally safe dyes The abbreviation / prefix "Eco" means something is earth related
	Social conscience Relating to human rights Relating to production Relating to working practices Formally accrediting production process	Fairness	"Ethical fashion" means that manufacturing companies overseas are treated fairly "Fairtrade" is just about fair pay
	Being vintage Recycling	Re-use	"Recycled" in fashion means 2 nd hand clothing "Recycled" in fashion could mean its made from recycled materials such as plastic
	Expressing social conscience Considering social development Thinking about social sustainability Being responsibility	Social Conscience	"Look behind the label" means that I can ask where clothes have been produced and if the workers have been paid fairly Being an ethically conscious fashion consumer means that I understand the impact of what I buy "Fairtrade" means that lives can be changed by my purchase
	Expressing social conscience Considering social development Thinking about social sustainability	Sustainability	"Sustainable clothing" means compromising on style "Sustainable" means the same as 'green'

Table 4: Summary of the coding process and Q statements

identify sentences from the media articles that embodied the concept of complexity, compromise etc. These sentences were used to establish a set of Q statements that would be used to examine the consumer's interpretation of the message and in so doing, triangulate findings. Table 4 provides

a summary of the complete coding process, demonstrates the emergence of the theoretical codes and presents the sentences that were used to facilitate the use of Q Method.

Developing the research tools

Q Methodology

Q Methodology, or Q Method, is a method for the study of subjectivity and is usually used as a tool to structure in-depth interviews that seek to establish the breadth of subjective view on a given subject (Kalof, 1997; Van Excel & de Graaf, 2005; Webler, Danielson & Tuler, 2009) The discrete stages of the method are described in Table five below. This preliminary exploration did not subject findings to factor analysis. Interpretations were considered through a process of qualitative content analysis.

Q Stage	Q Definition	From Content Analysis to Q Method
1.The concourse	the collection of all possible statements the [sources] can make about the subject	the data produced through the process of initial coding of the articles found in sample media texts
2.The Q set or Q sample of Q statements	the sample of statements drawn from the concourse to be presented to respondents	the sample of statements drawn from the concourse that 'describe' theoretical codes and can be presented to participants in order to gain insights to their interpretation of them
3.The P set	the set of respondents	The focus group participants
4.Condition of instruction	A guide for sorting the Q sample	The guide for sorting the Q sample
5.Q sorting	the procedure of respondent interaction within the Q set	The activity of sorting the statements by the participants
6.Analysis of interpretation	the correlation matrix of all Q sorts is calculated and subject to factor analysis	The correlation matrix of all Q sorts is calculated and subject to factor analysis

Table 5: Components/Stages of Q-Method (McKeown & Thomas 1988)

Q Method has been used to investigate patterns of opinion among groups of people on many issues but its use in the area of environmental studies is rapidly expanding due to its value in trying to understand how the public interprets and structures environmental issues (Kalof, (1997). Subjectivity, in the lexicon of Q methodology means nothing more than 'a person's communication of his or her point of view' (Brown,1986, p58). As such, subjectivity is always anchored in the person's internal frame of reference. Self-referent subjectivity of this sort is said, by proponents of Q, to be 'pure behaviour' (Brown 1980, p46) and is at issue any time an individual makes the remark 'It seems to me...' or 'In my opinion...' Q Method was considered appropriate to this study because it is self referential; people doing the Q Sort are expected to respond to statements using 'internal yardsticks'.

An advantage of Q method over other forms of discourse analysis is that participants' responses can be directly compared in a consistent manner since everyone is responding to the same set of statements. Participants sort statements according to how they fit into their beliefs and understanding. Q sorting supports the grounded theory approach to the research and facilitates preliminary theory testing and the process of theory building. Participants give meaning to the statements by sorting them according to what is most or least like their point of view. Perspectives

that emerge are generalisations of attitudes held by individuals. As such, they permit direct comparisons of attitudes irrespective of the number of people who subscribe to them.

Word association

To fulfill the aims of this study, it was critical that the findings expose the mainstream consumers' construction of the ethical fashion concept. The fundamental purpose of the investigation was to gain meaningful insight into cultural contexts that may influence receptivity to the ethical fashion message and the factors of experience and lifestyle that may differentiate meanings between participants.

During the process of media content analysis, it was found that certain words occurred repeatedly in descriptions of ethical fashion; *organic, conscious consumer, eco, ethical fashion, eco-chic, recycled, green, environmental, sustainable, eco-fashion, ethically conscious, Fairtrade*. It was decided that these would be useful in guiding a word association exercise within a focus group setting to facilitate exploration of participants' thoughts, feelings, experiences and understanding of the terms used in the sample media communications.

This enabling technique (Will, Eadie & MacAskill, 1996) was used to guide participants in their reflection. The word association exercise and the Q-sort formed the basis of a semi-structured discussion that was used in an attempt to reveal the cultural experiences that inform individual participants' understanding of the language of ethical fashion.

The Focus Group

The focus group was deemed an appropriate method for the final stage of data collection for two reasons: a) this method has been used successfully in the study of ethical purchasing behavior (Amyx et al, 1994; Thompson, 1995; Follows & Jobber, 2000) and b) to facilitate the exploratory nature of the research and provide a medium for the generation of rich consumer insight (Fern, 1982).

Table six describes the small number of participants that were conveniently sampled in order to fully represent the demographic span of the sampling frame.

Participant	Age	Marital Status	Education	Employment	Newspapers / Magazines read	NRS Social Grade
A	44	Cohabiting 1 child	College	Intermediate Level Manager	Local Newspaper, The Guardian, The Metro, Red, Cosmopolitan	B
B	38	Single 0 children	School	Junior Level Manager	No newspapers Elle, Marie-Claire	C1
C	32	Single 0 children	University	Intermediate Level Manager	The Guardian, The Mail on Sunday, No magazines	B
D	29	Married 0 children	College	Junior Level Administrator	Local Newspaper, The Sun, News of the World, Heat	C1
E	24	Single 0 children	School	Junior Level Administrator	The Star, News of the World, Heat	C1

Table 6: Participant Profiles

The focus group session consisted of three parts; 1) the Q sort, 2) word association / meaning exercise 3) semi structured discussion.

1) *Q Sort*: The Q method condition of instruction operationalised the hypothetical constructs that emerged from the process of content analysis. Instructions required that the participants systematically rank-order the Q set according to those that are 'most characteristic of my viewpoint' to those that are 'most uncharacteristic of my viewpoint'. Each member of the group carried out the Q sort independently and then reformed as a group to participate in semi structured discussion.

The results of the Q sorts summarised in Table seven, illustrate that four of the five participants understood and agreed that being an ethically conscious fashion consumer means that they understand the impact of what they buy. The fifth participant agreed with this but elected to state

that she agreed most that ethical meant eco, organic fair and sustainable. Results of the Q sorts demonstrated that despite an appreciation of the broad concept of ethical consciousness, each participant had a different understanding of the terms presented in the statements. The statements selected as being least characteristic of their viewpoints illustrate variance in understanding of the term ethical and to some extent, attitudes towards cheap clothing. It must be noted that during the Q sort, it became apparent that respondents were finding it difficult to undertake the process with any degree of certainty. There were some indications that levels of understanding varied according to age and level of education.

3) *Word Association*: In addition to use in the preparation for Q methodology, the initial codes were used to determine a list of repeatedly occurring words and terms used to define ethical fashion that could be presented to and discussed with the participant group to determine each individual's interpretation of them and to determine what was associated with their use. To avoid peer contamination, each participant recorded her own responses onto a pro-forma supplied by the researcher. 4)

Q SORT RESULTS	A: age 44 Cohabiting / 1 child College level Education Intermediate level Manager	B: age 38 Single School Level Education Junior level Manager	C: age 33 Single University level Education Intermediate level Manager	D: age 29 Married College level Education Junior level Administrator	E: age 24 Single School Level Education Junior level Administrator
MOST like I think	Being an ethically conscious fashion consumer means that I understand the impact of what I buy	Being an ethically conscious fashion consumer means that I understand the impact of what I buy	Ethical means eco, organic, fair and sustainable	Being an ethically conscious fashion consumer means that I understand the impact of what I buy	Being an ethically conscious fashion consumer means that I understand the impact of what I buy
LEAST like I think	Buying a £7 dress means the same as buying a battery	Ethical just means organic unappealing clothes	Ethical fashion means rather 100% ethically produced	Ethical clothing means it is eco, organic, fair farmed chicken	Ethical means and sustainable

Table 7: Summary of Q Sort results

The results of the word association exercise are shown in Appendix two. It emerged that the general perception of the participants was that eco fashion or ethical fashion was associated with unfashionable garments and generally with an undesirable 'look'. Certain terms such as Fairtrade, organic, environmental, green and the broad concepts of sustainability and ethical consciousness were very well understood but mainly in association with the purchase of food products or household utility services. The same words, when used with direct reference to fashion were less understood but participants were able to some extent transfer their knowledge and make sense of the terms in relation to clothing. It emerged from analysis of responses that differences in understanding could be attributed to some extent, to age and life stage.

3) *Semi structured discussion* explored the results of the Q Sort, the associations and meaning of the words used to communicate ethical fashion products and explored the social interactions or experiences that had led to the attachment of these associations and meanings by the individual participant.

In the focus group discussion, all participants confirmed that they had learned some of what they knew through reading articles in various newspapers and magazines however the overwhelming assumption was that most of their knowledge was gained during the process of shopping for food in their preferred supermarket.

The following comments summarise the responses given when asked where or through which everyday activities, participants came to learn the meaning of the terms presented to them in the word association exercise.

E: You just pick it up from talk and media...you know, carbon footprint, shopping bags in Asda, they're everywhere. This is everywhere, when you're recycling glass, plastics, in supermarkets.

A: It's about choices when I shop isn't it? They [ethical products & services] are advertised, they are talked about, again, generally in media...but not just in media actually, in everyday conversation as well I'd say now actually, I'd say its mainstream. It's not just something you hear on the news, these words are very much part of our lives now I'd say.

C: Through media articles, reading a bit more like Naomi Klein...all that sort of stuff.

B: Brands I suppose, on labels, you know... coffee jars, chocolate and that when I'm shopping.

D: Building, my husband's job means he talks using some of these words, but I suppose mainly when I'm shopping.

Appendix two suggests that all of the terms presented to participants are familiar and are generally understood but focus group discussion suggests that perhaps these terms do not always translate into meaning when used in relation to fashion and clothing.

D: For me the word ethical really has little meaning to me but being a conscious consumer means I understand the impact of what I buy...I understand what being conscious means but ethical...I'm not sure. I've never heard of the terms ethical fashion or eco fashion ...separately yes but never together. Is eco short for ecological here?

B: I know a bit from reading labels, and from the media...you know...those [recent] television programmes.

A: You know I don't think I've ever heard of eco fashion really.

These comments when considered alongside Appendix two, summarise some of the problems associated with the concept of ethical fashion and, perhaps, elements of the research process.

Discussion

The literature identified a number of issues related to the concept of ethical fashion. Within the last ten years, consumer spending on all ethical goods has increased almost threefold (The Co-operative Bank, 2009, p.4; 2008, p.3; 2007, p.4) and despite the market for ethical fashion being relatively small, it continues to expand and is perceived by Government and industry to be a sector that is worthy of development and further growth (BSI, 2006; Fisher et al, 2009; Mintel, 2009). It is recognised however, that further growth is dependant upon the promotion of greater understanding of ethical issues related to clothing. Authors of both academic and industry-based literature agree that current practice in the communication of the ethical message is a key inhibitor to ethical clothing breaking through its niche (Beard, 2008; Thomas, 2008; Boston Consulting Group, 2009; Fisher et al, 2009; Mintel, 2009). A factor that may contribute to this situation is the evident gap in the literature that a) considers the ethical behaviours of the mainstream consumer as opposed to the highly

motivated ethical consumer and b) considers the particular cultural contexts that influence mainstream consumer understanding of the ethical message. It is however interesting to note in Table one, the arrival, from 2005, of social category C1 in the profiling of the ethical consumer; a possible indicator of the shift towards greater mainstream awareness of ethical issues.

The findings of the content analysis demonstrate that the ethical fashion message delivered through mainstream print media during the period 2006 – 2008 varied greatly in its delivery. Findings concur with those of Berry & McEachern (2006) and Thomas (2008) and contribute to the debate by demonstrating the range of topics that were presented to the consumer as a definition of ethical fashion during the height of the communications effort. In an attempt to extend the work of Thomas (2008), Appendix one and Table four show the extent to which the meanings of ethical fashion overlap and potentially contradict each other. Indeed, it is not surprising that the mainstream consumer has not been engaged (Fisher et al, 2009; Mintel, 2009), findings go some way to suggest that the BSI's 'enablers' became, during this period, unintentional 'blockers' (BSI, 2006) to the development of the sector. Given the media's propensity to criticise rather than collaborate with fashion retailers in matters related to ethical practice, it may be that retailers have been reluctant to engage with the media to resolve these 'blockers'. It may also be proving difficult for fashion retailers to openly enter the ethical debate for fear of further clouding a complex issue.

Focus group discussion provided some validation of the industry-based literature in that the participant group was exposed to ethical messages in many facets of their everyday life and did deem the issues being presented to them as very important (Mintel, 2008). Indeed one participant used the term 'mainstream' to describe the places where she was confronted by or she engaged with ethical messages. Through the focus group activity, it became apparent that the level of mainstream consumer understanding of the ethical fashion message was determined to some extent by age and life-stage. It was interesting to note that all participants, regardless of demographic profile, recognised and fully understood the meaning of ethical consciousness but often struggled to connect this to clothing.

Findings suggest that despite the fact that mainstream media was influential in the development of understanding, all participants claimed to learn the language of ethical communications whilst engaged in the process shopping in the supermarket. All terms considered in the focus group discussion and presented in Appendix two, were associated mainly with food and household products. The supermarket environment and "the regular food-shop" appear to play a critical role in mainstream consumer learning and maybe the key to reinforcement and retention of the ethical message via the process of browsing. In terms of the influence of cultural context upon the construction of meaning, all participants claimed to make ethically conscious decisions in the purchase of food so it would seem reasonable to assume their readiness to receive and correctly interpret the ethical fashion message. However, it proved difficult for participants to transfer this knowledge or decision making to the purchase of clothes, an interesting observation given current developments in the practice of garment labelling. This finding suggests that the development of instore and on-product communication is critical to the engagement of the mainstream consumer but raises the question of how fashion retailers might encourage the consumer to transfer their learning from the purchase of food, household products and utility services; particularly when the language used in relation to ethical fashion is complicated by multiple definitions and multifarious nuance in meaning.

With regard to communications practice, the exploratory research presented in this paper goes some way to indicate that within the ethical fashion sector, there does seem to have been a focus upon the construction of 'inside-out' messages (Proctor & Kitchen, 2002) and that the sector's 'influencers' do not share between themselves a language of ethical fashion nor do they share in a cultural code with their audience and potential consumers. It would appear that fashion retailers have much to learn from consideration of the broader debate regarding the mainstreaming of ethical products and the engagement of the wider public in matters related to sustainability.

Conclusions and Implications

It is recognised that the findings of this study are limited by the review of ethical fashion communications within a very specific period of time and engagement of a small consumer sample. This study was exploratory in nature, adopted an interpretive stance and was designed to involve of a small number of participants; it was intended to advance insights and theoretical sensitivity to better understand the communications problem rather than generalise findings to a broader population of mainstream consumers.

Despite these limitations, this research contributes to the emerging body of literature that discusses the communication of ethical fashion and helps to shift the focus of research from the highly motivated ethical consumer to a body of consumers that are more representative of the British public.

This exploration of the ethical fashion message and how it is received facilitated the review of a range of research methods and was successful in developing insights into the diversity in perception and potential for confusion in relation to the ethical fashion concept. Results indicate that Q method is a useful tool in managing the reflexivity of the researcher and when used conjunction with semi structured discussion, in describing a population of viewpoints. The collection of viewpoints and insights to mainstream consumer mindsets will prove critical to the next phase of research, it is recognised however that there is scope for further development of the Q sample prior to the second iteration of research activity.

The findings of this study will inform further engagement with academic literature in the mainstreaming of ethical products followed by a body of broader qualitative work. This work will begin with an extension of focus group activity followed by in-store observations to gain insight to the nature of the ethical fashion message that is currently presented via in-store and on-product communication. The findings of these new iterations of sequential work will inform engagement with fashion retailers with the aim of developing insights that will inform a route map for the successful marketing of ethical fashion products.

Appendices

Initial Codes	Focused Codes	Initial Codes	Focused Codes	Initial Codes	Focused Codes
Carbon footprint	Consumers 'doing their bit' Acting ethically Behaving ethically Recycling Buying desirable products Acting ethically Behaving ethically Relating to human rights Behaving morally Relating to environmental sustainability Buying Fair Trade Thinking about green issues Behaving with social responsibility Wanting to know more	Recycled	Producing beautiful products Addressing landfill issues Broadening range of uses Relating to eco style Being made of Fleece Being made of Polyester Reducing carbon footprint Re-using waste Sorting Being sustainable Being vintage	Green	Being chic Compromising on style Being conscious of the environment Wearing eco chic Being eco friendly Being an eco warrior Trading ethically Producing ethically Producing fashion with conscience Being organic Being sustainable Being untreated
Conscious consumers		Saving the Planet	Avoiding environmental damage Choosing organic Choosing vintage Compromising one's image Consumer making good decisions Industry behaving ethically Making choices Making an ethical commitment Recycling	Organic	Compromising on style Confusing Being eco friendly Being environmentally beneficial Producing ethically Being a Fair trade product Being green A growing area in fashion Providing a retailer opportunity Possessing health benefits Limiting fashion options Being a luxury product Being made from cotton Being not only cotton Paying a premium Being plain Being socially beneficial Being stylish Being sustainable
Eco / Ecological	Formally accrediting production process Confusing Being desirable Behaving ethically Being fashionable Being glamorous Being green Being organic Being planet friendly Being recycled Relating to carbon footprint About manufacturing Behaving with a social conscience Relating to the environment Being stylish Buying from sustainable sources Being sweatshop free Being undesirable		Challenging Compromising A growing area in fashion Behaving morally Providing a retailer opportunity Formally accrediting production process Relating to animal rights Being anti fast fashion Behaving ethically Managing reputation Producing chemical free products Committing Being complex Confusing Considering carbon footprint Being desirable Proving difficult for retailers Being eco friendly Being concerned about the environmental Sustaining the environment Being green Relating to human rights Being a luxury Using natural materials Not just a 'fad' Being organic Being recycled Relating to production Relating to working practices Being responsible Expressing own principles Expressing social conscience Considering social development Thinking about social sustainability Being stylish Being unaffordable Being undesirable Being unfashionable Being vintage	Sustainable	Being 100% organic Using eco friendly Being ecologically aware Behaving ethically Formally accrediting production process Being green Not having a negative impact Ensuring no environmental harm Using recycled materials Producing with social conscience
Environmental	Assuring anti pesticide Being aware Being bio degradable Being carbon neutral Being considerate of finite sources Being eco friendly Being an eco warrior Behaving ethically Being fashionable Being green Using natural dyes Being organic Managing waste Recycling Using cotton Respecting the environment Behaving with social responsibility Saving the planet Being stylish Being sustainable	Ethical Fashion		Vintage	Decreasing carbon footprint Being eco Behaving ethically Being planet friendly Recycling Being stylish
Fair Trade	Addressing exploitation Formally accrediting standards Being complicated Confusing Satisfying consumers Respecting the environment Behaving ethically Producing fashion with conscience A growing area in fashion Helping producers of goods Using cotton Being limited in the support it provides Not being widely adopted Paying a premium Developing a responsible supply chain Retailers paying 'lip service' Socially responsible Being stylish Being widely available Feeling good				

Appendix 1: Findings of Initial Coding & Focussed Coding

Word Association / Meaning		A: age 44 Cohabiting / 1 child College level Education Intermediate level Manager	B: age 38 Single School Level Education Junior level Manager	C: age 33 Single University level Education Intermediate level Manager	D: age 29 Married College level Education Junior level Administrator	E: age 24 Single School Level Education Junior level Administrator
Organic Association		Food	Vegetables	Cotton	Fresh	Health
	Meaning	Thoughtfully grown, no chemicals	No pesticides	Made without use of pesticides or genetic modification	Grown/sourced naturally	Healthy
Conscious Association Consumer		Caring	Good	Organic	Aware	Think before you buy
	Meaning	Somebody who thinks about where / how the product came from	Care about where the things you buy come from	Someone who makes choices about purchasing based on factors such as ethics of product sourcing, organic materials, sustainability etc.	Aware of the repercussions of their actions	Aware of other products and prices
Eco Association		Friendly	Friendly	Washing powder	Environment	Environment
	Meaning	Reduced negative impact on environment	Environment	Ecologically sound	Environment	Environmentally friendly
Ethical Fashion	Association	Hippy	Beige	Expensive	Bazaar	Culture
	Meaning	Clothes that have been manufactured under good conditions for purpose	Fashion from people who care about where the clothes have come from – no sweat shops	Clothing that hasn't involved animal cruelty, sweatshop labour etc	Don't know	What is 'correct' fashion for your culture (national dress)
Eco-Chic Association		Hippy	Brown	People Tree	Hippy	Don't know
	Meaning	A fashion trend	Fashion that has no chemicals, natural dyes	A style / way of dressing selecting ethically sourced items and jewellery / accessories from Fair trade projects	Never heard of it before	Really don't know
Recycled	Association	Purpose	Rubbish	Plastic bags	Old	Environment
	Meaning	Something that is re-used	Re-using things, glass, plastic, paper.	Something that has previously existed as something else	Reusing	'Save our planet'
Green Association		Ethics	Eco	Good	Grass	Colour
	Meaning	Environmentally sound / friendly	Care about the world we live in, recycle etc.	Environmentally sound	Environmentally friendly	Apart from colour means green / environment[al]
Environmental	Association	Health	Care	Green	Friendly	Save our planet
	Meaning	Surrounding the area we live in	As above - Care about the world we live in, recycle etc.	Taking impact on the global / local environment into account	Safe to use / not harmful	Environment , recycle products
Sustainable	Association	Long fields	Re-use	Wind farms	Sourced	Expensive
	Meaning	Something that lasts, reused not just thrown away	From a source that can be used again & again	Made in a way that doesn't deplete resources	Able to keep going without any further damage	Friendly Street (Ecologically efficient building in local area)
Eco Fashion	Association	Cotton	Hemp	Middle class	Ethnic	Self aware
	Meaning	Products that have been produced in line with eco thought	Fashion from companies using no dyes that are not 'green'	Brands such as People Tree who promote their organic/Fair trade/anti- sweatshop stance	Don't know	E.g. bringing new eco shopping bags into supermarkets
Ethically Conscious	Association	Caring person (in a skirt)	Environment	Expensive	Aware	(nothing written)
	Meaning	Someone who is concerned / active about the impact of manufacturing / growing in our environment	You care and have ethics	Being aware that one can make choices about purchasing items that are sustainable, created in healthy environments etc.	Not participating in anything you feel goes against your ethics	Conscious of culture
Fairtrade	Association	Coffee & Chocolate	Chocolate	Coffee	Africa	Paid fairly
	Meaning	Overseas assistance that can reduce hardship in a country	From a source that pays growers a proper wage	Western buyers sourcing from developing world suppliers and paying them a fair process for their products	The supplier gets a fair deal	The people that make product are fairly paid

Appendix 2: Findings of Word Association Exercise

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